

## Advertising on MySpace

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MySpace is an online community where users have the opportunity to create websites where others can view personal information about them and contact them. However, savvy Internet marketers have found MySpace can also be used to advertise products or service or for the purpose of self promotion. Care should be taken to review the terms of use on MySpace to ensure none of your actions are in violation of these terms but otherwise users can advertise either directly or indirectly on their MySpace website.

### Why Advertising on MySpace is Effective

Advertising on MySpace can be effective as long as it is done correctly and not in a way that is viewed as spam. The effectiveness of MySpace stems from amount of users who are currently using MySpace. This includes both members who place comments as well as nonmembers who only look at other websites. With so many daily visitors it is likely there will be visitors who are interested in the products or services you are offering on your MySpace website.

Another reason why MySpace is such an effective advertising tool is there are no fees associated with using your MySpace profile to create links to your ecommerce website or to provide more information about the products and services you offer. The best way to effectively advertise on MySpace is to follow the same guidelines that would normally be followed by advertisers in online locations. This includes knowing who your target audience is and how to effectively appeal to them. This is important because a marketing campaign which does not follow these simple rules will not likely be effective.

In addition to advertising within a MySpace website there are also opportunities to advertise in the form of banner advertisements on MySpace. MySpace is able to not charge a fee to members because they generate their income through paid advertisements. Contact MySpace administrators directly to learn more about these advertising opportunities.

### Selling Products on MySpace

MySpace can be also be used to advertise products or services. This can be done either subtly or blatantly. Those who are active participants on MySpace and invest time in meeting others and making friends are more likely to benefit from selling products or services through a MySpace account. This is because most people who use MySpace are not exactly looking for information about products or services so they are unlikely to seek out this information.

However, if they have online friends who are using their MySpace account to promote a product or service they may see the advertisements and find the products or services interesting. In this case they may visit a link to an ecommerce website and consider making a purchase. However, care should be taken when advertising online. Links to your ecommerce website on your own profile are acceptable but placing comments with the same link on other members's™ websites will likely be considered spam by both the other members and the MySpace administrators.

### Using MySpace for Self Promotion

In addition to selling products and services, MySpace websites can also be used for the purpose of

self promotion. Models, actors and actresses, bands and other performers are all realizing the potential for self promotion which exists on MySpace. Members of the community can include everything which may be useful to those who wish to hire them in the future. For example, models can include professional photos while bands can have their music playing on the website for visitors to enjoy. With so many people visiting MySpace on a daily basis, it can be easy for members of the community to create quite a following for themselves.

Those on MySpace should also be aware that industry executives are now dedicating staff members to comb MySpace to try to find new talent on MySpace. In fact more than one major recording company has admitted to having interns spend hours each day on MySpace looking for exciting new artists.