

Social Network Review



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Hello John Austwick here from marketonthenet.info with another review created for Motivational Radio.

The subject of this review is a social network.

Facebook may be about the most popular social networking site at this time, It has really grown to be an integral part of some people's lives, But Facebook is not the only player in the game.

Social networking has grown to huge proportions and you will find social networking sites popping up in lots of niche areas, Internet marketing is one of the popular niches, the site I am reviewing is Marketing Mastermind.

Now I know the regular listeners will have heard of [Marketing Mastermind](#) on several occasions, it is, in fact, where I met Anthony and discovered Motivational Radio in the first place.

I thought you may be interested in knowing just what Marketing Mastermind is and how it works.

[Marketing Mastermind](#) created by Brett Ingram launched on June 16th, 2009

Brets own words taken from his blog

"Everywhere I look I see marketers with questions and struggling to get answers. Many of them have no idea where to turn because every "free" resource they get tricked into getting is really some veiled attempt to get them to buy something.

I saw a gaping hole that needed to be filled—a truly FREE resource for marketers that goes beyond information—a real Web 2.0 community made up of ONLY Internet marketers designed to help each other succeed.

So I created it. Marketing-Mastermind.com

and thanks to the hard work and dedication of our team of subject matter

experts, not only can you connect with others but you can also get real answers to your questions from people who know.

Marketing Mastermind has all of the features of the best Web 2.0 sites combined with the support of a group of experts in all areas of Internet marketing.

If you're ready to get real answers, build lifelong relationships, and take your business to the next level, visit Marketing Mastermind.

Your Partner in Success,

Brett"

Basically Marketing Mastermind is built on the same principal as Facebook, the programming is a little different as are some of the functions, it IS ideally suited for the internet marketer.

This carefully thought out system includes the ability to invite your existing contacts through any of the major online mail servers or some other social networks like Facebook and [linkedin](#) with just a couple of mouse clicks.

Requesting a friendship with existing and new uses is also as easy as a couple of mouse clicks, just keep an eye on the main feed page, when you see a post you like clicking the authors name takes you to their profile page and the link to request friendship.

The facilities available to use include your personal blog, creating or joining groups, being able to send twitter messages complete with an automated url shrinker, and a very comprehensive forum, mediated, by some very knowledgeable and experienced marketers, among other niceties like creating your own picture galleries, running a pole creating announcements and even classified ads.

You can even import feeds from twitter and some of the social book marking sites, Youtube video and flicker.

As far as can be seen this is an internet marketers dream for social

networking.

However, is everything as rosy as it looks?

The site is as yet still very much in its infancy at barely three months old, most of the technical teething problems have been fixed, the site still quite often runs very slowly, sometimes freezing altogether and throws up sql errors, I am sure Bret's team are working on these problems.

Let's just have a look at some figures:
as of today the front page of the site reports

- Members: 3297 members
- Friendships: 33266 friends
- Comments: 7212 comments
- Groups: 108 groups
- Events: 22 events
- Chat: 0 users
- Music: 142 songs
- Classifieds: 210 classifieds
- Polls: 26 polls
- Blog Entries: 526 entries
- Videos: 175 videos
- Forum Topics: 113 topics
- Forum Posts: 274 posts
- Albums: 71 albums

Now those are not bad figures for a site in its infancy, It would be great if the membership was all active, unfortunately the reality is, despite this great system designed to help people, they let themselves down quite badly.

The regular listeners will have heard the piece Anthony did a few days ago about this subject if not you can download the transcript here.

<http://motivational-radio.com/products/nomoney.zip>

I joined [Marketing Mastermind](#) on the 17th of June, about 24 hours after the site went live. I am also one of the active members currently ranked at number 12 in the points' system, that gives you an indication, I fully utilise

all the available functions.

My friends list numbers 500 when checking the indication of last log in about 100 of those have not logged in for over a month.

My outstanding requested friends list numbers another 330, the indication for most of those is they visited, joined, and have never returned to the site.

Analysing the blog entries knowing several active members post blogs regularly I estimate only about 120 people have posted to the blogging area.

The comments work out an average of only 2.18 each member yet my own comments run into hundreds.

A group I created has 53 members but as yet only 6 individuals have made a post, despite the group profile requesting each new member post a short introduction on joining.

Looking at and analysing the usage of this network, an educated guess is, the active membership is under 50% of that shown on the front of the site, of the approximate 1500 who have logged in more than once only about 10% of those are actively using the site in any real social capacity.

Unfortunately even some of those DO NOT get the idea of being social, it saddens me when I see so called blog posts that are just a cut and paste advert, or someone just going through their friend list doing the same or even just slaps a banner ad in the profile comment box.

Social networking is about being social, giving value in information, building relationships, trust, friendship and getting to know people.

In the three months, I have been a member, I have built a working relationship with several marketers, partnership relationships with some, helped several with advice even talking to some on Skype to help set them on the right path to business success. I have also made friends on a social level, chatting about family and life experiences that have nothing to do with the business of internet marketing.

My conclusion for [Marketing Mastermind](#).

Bret and his team have done a sterling job, providing the platform.

The let down are the very people this system is designed to help, the want to be, internet marketers, who run around throwing ads up every chance they get, not taking the time to start and build a real business structure.

As for the rest of us although our numbers may be small, we have and will continue to benefit from being social in this social network.

I don't think the network will ever become the Facebook for internet marketers, but I am sure, over time the numbers will grow and help make a significant difference to the business of a lot of people.

Thank you Bret for providing [Marketing Mastermind](#).

Now, if you belong to any social network, whether it be for business or pleasure, Do please log in regularly and BE Social, Interact by posting comments, blogs or even a statement. It WILL enrich your life and the people you interact with.

This is John Austwick from <http://www.marketonthenet.info> in association with <http://motivational-radio.com>

until the next time good night.