



Your Website Coach



Come On Over to MySpace – 2/1/07

Just what is this thing they call "MySpace" and is it something that my business could use? A number of business owners have heard the MySpace buzzword and they are wondering if it is a viable tool for their business. First we must understand what MySpace is; according to wikipedia.com it is an "interactive network of photos, weblogs, user profiles, e-mail, web forums, and groups, as well as other media formats". And it is all FREE! Although the "F" word is a major attention-getter to us business owners, it is important to know if any of your potential customers can be found in MySpace. Currently, the target audience of this interactive network is the 16 – to – 35 year old consumers.

And what are they consuming while in MySpace? From what I've seen, as I poked around the environs, the major focus is hooking up with friends and cyber pals and downloading videos and music. If you are in the music or video biz, then MySpace can be an advertising goldmine because you can be seen by a lot of people. In February of 2006, they had more hits than MSN and Google combined. Since that time, they've been registering over 260,000 new users *each day*.

When you first enter www.myspace.com, it can be a little daunting because it appears to only cater to the Generation Y crowd. However, if you can navigate past all the goodies on the homepage, up to the navigation tabs, you will see there is a tab for "Groups". One click into groups and you'll start to see familiar territory: a directory structure. One of the first categories that interested me was "Business & Entrepreneurs" because they had 12540 user groups. Breaking it down even further, I see a number of groups have up to 40,000 users. So what does this mean to you and your business? This could be a resource worth tapping, but go in with hip-waders because you will definitely encounter less than sterling personalities.

From a business owner's perspective, MySpace does not offer me a good enough reason to spend my time there – *yet*. As the Gen Y folks continue to drive up the popularity of this medium, I can see the rest of us continuing to monitor its progress, waiting for the right time to jump in. MySpace does open up new possibilities and actually, it looks like an interesting place for you to get feedback on new ideas from your potential customer. Just think; it could very well be the first place you run a commercial about your business!

Written by Christine Chubenko, christine@yourwebsitecoach.net