## 6.4 Confluence of Blogs, Forums and Work Space ( to Share files ) in Promoting Your Business

### Goal and Objectives

**Promoting your business through Collaborative Software that offers all the three (blogs, forums and workspace) in one go**

By the end of this chapter you will be able to understand

- What is Web 2.0?
- Emergence of collaborative Softwares
- Advantages of Collaborative Softwares
- Listing Collaborative Softwares
- Promoting your Business through Collaborative Software - Jamuse

## Understanding What is Web 2.0

We have already seen how Web 2.0 encourages participative work. Now let us see how this principle extends to offer a collaborative environment. Blogs, Forums and collaborative softwares like Google Docs are the results of Web 2.0, but they are all existing separately.

Imagine a situation where the confluence of all the three are present. A situation where you can create a portfolio for yourself exhibiting your exceptional works promoting your business. We have been longing for such a situation where from one site you can execute all these functions.

Now it has become a reality. Jamuse has brought the fusion of blogs, network, collaborative interface.

The interface of jamuse is given below.



**Figure 28: Interface of ' jamuse' 1**

Click either join free or login depending upon whether you are a new user or an existing one.

Now you get the following interface.



**Fig 29 : Interface of jamuse after clicking join free**

Let me now show you, how you can create your portfolio exhibiting your best of works.

Click '**My Profile'** and you will get the following interface, in this case it shows my portfolio.

As Member of Advisory Board of Jamuse.com, I had the privilege to examine the site, A special mention of thanks should go to Management and Founders of jamuse for letting me mention and present their interfaces to my readers as it is a boon to creative workers. It enables them to create a portfolio, and promote it through blogs, forums and share their work as .jam file which is in **Web 2.0 PDF format.**



**Figure 30: Profile of jamuse.com**

The menu for portfolio is given below.
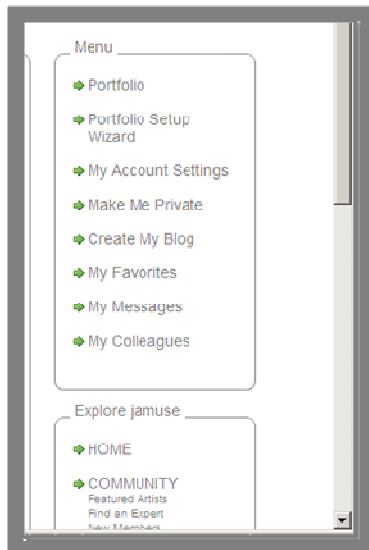
**Fig 31 : Menu for portfolio**

- The portfolio wizard enables you to set up your portfolio.
- Create '**My Blog**' will let you create a blog for main category and other child blogs for other related categories. Both (main and child blogs) can be expressed as RSS feeds.

The screenshot for **blogs** and **child blogs** are shown below.



**Figure 32: Interface of  Jamuse Blog 1**

The syndication option for main blog and child blogs are shown below.



**Figure 33: Interface of  Jamuse Child Blog**

The creation of child blogs are really a boon to creative workers as it might pave way for 'Microblogs'.

When you click community, you get various options that are given below separately.
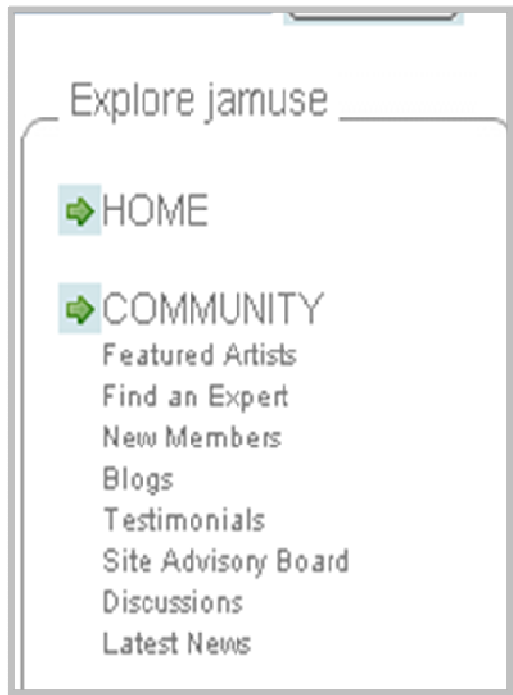
**Fig 34 : Menu for Community 1**

When you click '**Discussion**' it leads to various forums throwing you an opportunity to voice your opinion and serves as a place for exchange of knowledge. Clicking 'Discussion', takes you to a web page where lots of forums with various topics available are shown below.
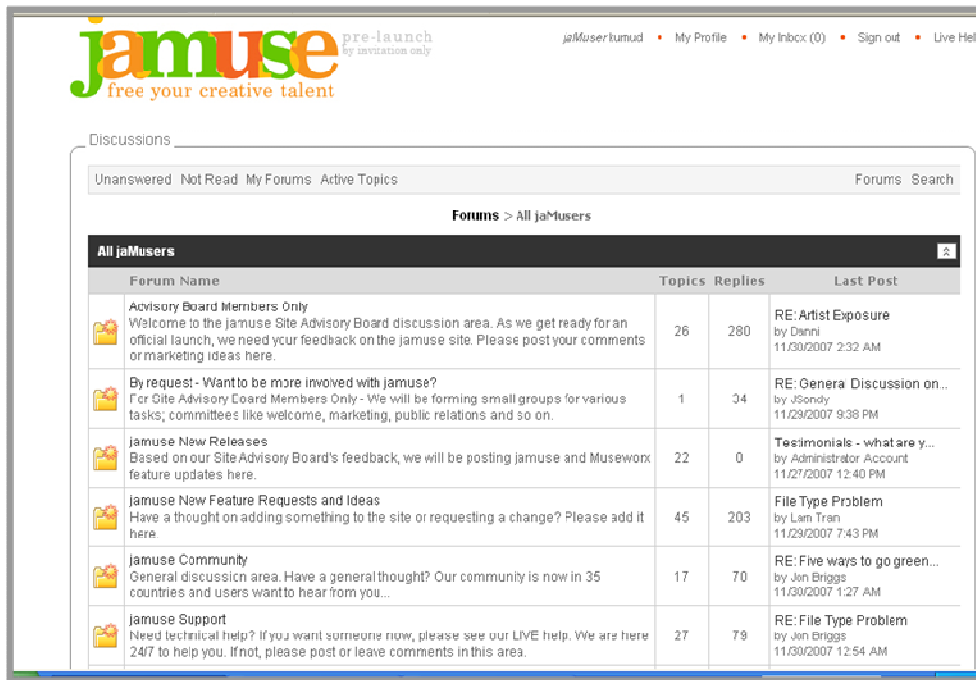
**Figure 35 : Discussion Forums of Jamuse**

Finally I will show the master piece of interfaces, i.e. "**Museworx<sup>TM</sup>,** the revolutionary marketing operating system™ that uses the limitless potential of "cloud computing" to unify, amplify, and simplify marketing for all business." It enables you to **upload, offer description and share your files** with **clients in various formats** including **.jam file**. (.jam is a Web 2.0 PDF format).

Click Museworx, you get the following interface.

**Figure 36 : Interface of Museworx**

The various options and their associated functions are listed below.

- **Digital Asset Manager** enables you to add, share your files, open slide show, view, refresh files and get file details.
- **Collaboration** lets you collaborate with others allowing them to share, edit the files.
- **Instant Share** lets you share your files with your clients in an interactive way.
- **Talent Search** will enable you to browse / search for talent and featured artists.
- **Profile Editor,** lets you edit your profile**.**
- **Account Settings** would let you manage your account and choose an interface for Museworx.
- **Jamuse Portfolio Manager** would let you add files to, remove files from portfolio manager and open a slide show to present your exhiblits**.**
- **Museworx Mobile<sup>TM</sup>** is the only operating system accessible at once through your phone and mobile device**.**
- **Premium Features enables users to hastily find and identify best innovative professionals for the project.**
- **Jamuse Analytics** finally lets you analyze the reports.  It lets you find out how many of your files are viewed by whom based on **countries, region and cities and the domain through which they accessed your file along with exact dates and timings**. In short it helps you plan your marketing strategy effectively to get full benefit out of your Jamuse membership.

The following figure illustrates the results shown by analytics.
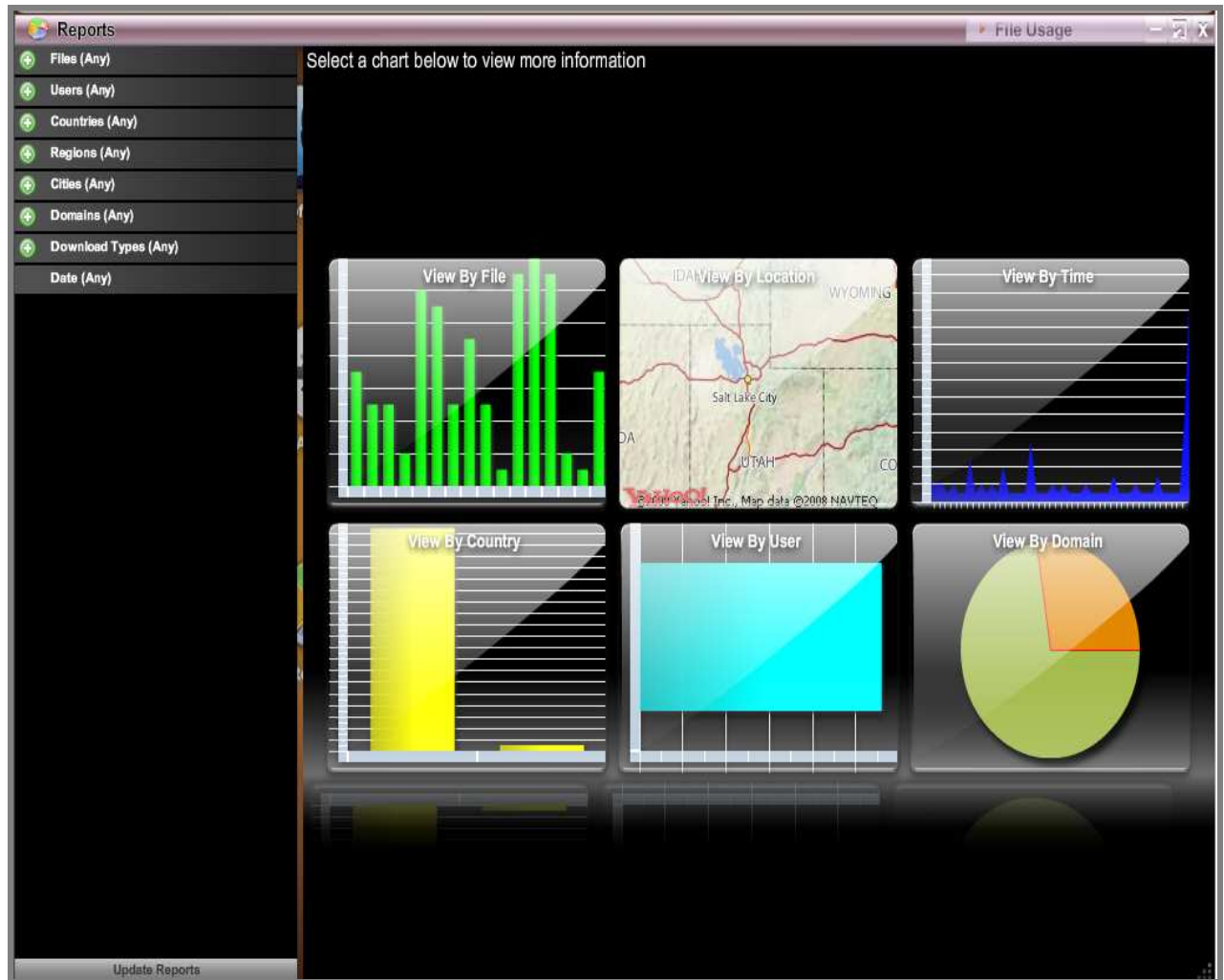
**Figure 37: Jamuse Analytics**

Apart from above mentioned advantages Museworx offers additional facilities such as

- Inclusion of search facilities from MuseWorx, Google and Yahoo.
- Quick report of files shared or comments offered by viewers in last 7, 14 or 30 days.
- An opportunity to get latest information from various feeds such as Online Media News and Yahoo.

Thus jamuse offers a platform, where you can create your portfolio with desired files in '**My Assets**' and then share with your clients offering them an opportunity to express their comments and at the same time enabling you to implement SEO as you can create your blog with relevant keywords and syndicate them. Participation in forums enriches your knowledge and at the same time help you promote your business.

Thus jamuse an offspring of Web 2.0 offers the following two things.

- It acts as the premier online location to search and find creative talent from around the world.
- And second (and equally important), MuseWorx offers creative professionals to share, collaborate, and communicate their projects with clients.

What I have shown is just a fraction of what jamuse could do for creative professionals. Its entire capabilities have to be explored by you. You can access jamuse at www.jamuse.com

Jamuse not only offers the confluence of Forums, blogs and work space but also offers the **potential of incorporating Viral Marketing**. Since it offers a platform where creative professionals meet, praise of work through words of forum or blog will definitely go a long way in promoting your product or service.

I have just informed what Jamuse is capable of doing it. Its complete advantage can only be experienced by you, when you explore various possibilities offered by it as it offers a platform to

- Share your files
- Showcase your talent
- Collaborate with your clients
- Manage your assets

The **.jam files** produced by jamuse are **Web 2.0 PDF**. Hence irrespective of the software you have used to develop your product your client can access, edit and offer their suggestions. The hyperlink jamuser guide would offer a 30 page pdf file explaining in detail about the interactive nature of jamuse & Museworx. The 24 by 7 live help would ensure you succeed in promoting your business through Museworx, world's **first marketing operating system**.

The testimonial page informs you about how the Web2.0 platform is viewed by creative professionals.



### Cool Tips

- Include the best of your works in your portfolio.
- Use keywords your clients will use when they look for your product in the description of your profile.

### Check List

- Make sure you create a link to your website
- Make sure you  participate in forums and make yourself visible
- Check whether your blog articles are rich with your keywords
- Check whether your file descriptions are written with relevant keywords your client might use to search for your product or service



### Activities

- Become a member (membership is free) and create a portfolio for you.
- Create a blog to promote your product.
- Provide a link to your website from your portfolio.
- Participate in forums and post relevant views.
- Give a detailed account of what you have done with links to your portfolio, blog etc.

**Self Assessment Exercises**

**Identify whether the following statements are True or False**

1. jamuse is an example of Web 2.0 technology
2. Child blog in jamuse is an example of microblog
3. .jam is a Web 2.0 PDF file
4. Optimizing your blog with keywords helps you get noticed by search engines
5. jamuse is not dynamic as it doesn't let you share let your views instantly

**Answers to Self Assessment Exercises**

1. True
2. False
3. True
4. True
5. False