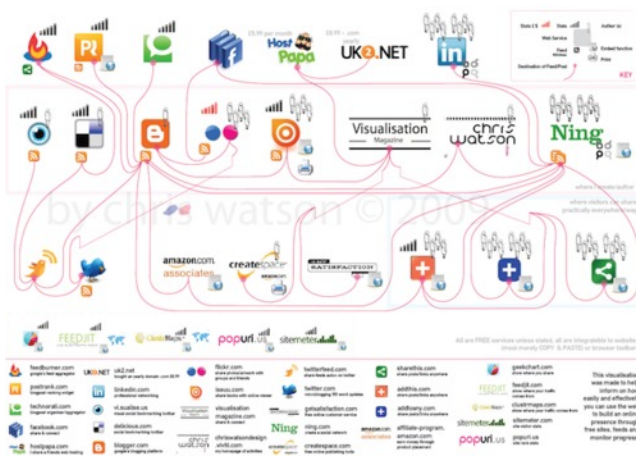


The Free Marketing Ecosystem

Mon, Nov 23, 2009 | Posted by [Chris Eden](#)

This is a really nice infographic (found [via Fast Company blog](#)) mapping the social networking, free marketing ecosystem. Designed by Chris Watson at [Visualization Magazine](#) it shows 30 different web 2.0 services offering free sites, feeds or embeds.

It plays nicely into the networked architecture approach, the idea that your brand lives in many more places than simply the domain that you own. There's now a whole wealth of free content management systems, social networks, bookmarking tools that you can use to promote a brand, product or service. This is something that i'm looking at re-producing for the company I work for and something I believe all companies should map as part of their distributed content strategy.



The shows places that you can create content, along with icons as to how you can publish (RSS, Print) and the connecting lines show where you could potentially re-published that content again.

The map also shows which of these services provide stats so that you can measure more than your own sites [analytics](#), here you can potentially get the added 'network value' of your content. For instance; Youtube shows how many times your video has been embedded else-where.

People absorb content on the web in more ways than ever, there's an opportunity for brands/people to produce ultra- shareable content very cost effectively. The more ways the merrier I think, but keep in mind that its probably better to do fewer well than do lots badly. To simply use many of these platforms as a broadcast medium would not be wise, the true value lies in the [engagement](#) and feedback that you can potentially receive from each individual audience around network, really using the web to connect you (your brand) with people.

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