

# The Marketing 2.0 Starter Set: *Putting It All Together!*

Develop a group or community that causes customers to become passionate about your company & products

Buy land or islands, plan adventures, & participate virtually

**Virtual Environments & Virtual Worlds**  
Second Life  
OpenSim  
ActiveWorlds

**Social Networks**  
Facebook

**Blogging Hosts**  
WordPress  
TypePad  
Blogger

**Mobile Blogging**  
Utterz

Create awareness and buzz, share your thoughts, and observations

Fresh & new content readily available

**Wiki Hosting**  
PBwiki

**Widgets & Gadgets**  
Google  
Yahoo

**The Marketing 2.0 Starter Set**

**Linking & Tagging**  
Technorati  
LinkedIn  
Google Blog Search

**Microblogging**  
Twitter

Listening to various topics in audio or video clips

**Audio Hosting**  
iTunes

**Video Hosting**  
YouTube

**Listening**  
Google Reader

Keep up to-date fresh content flowing