



Social Corridors Media Group
socialcorridors.com

The Value in Launching Your Own 'Niche' Social Media Engine

It is no secret that mainstream Social Media track your movements in order to not only target advertising at you for products and services you've conducted searches on, but to build a profile on your likes, dislikes, habits (etc, etc, etc). They can follow your every move on web. And they can even track you when you buy off-line. With a Niche Social Media Engine, there is no tracking, no data mining, no profile building, no selling your data to 3rd Party entities. Your Privacy is respected and everyone can enjoy Social Media for what it should be – Vibrant communities without the sharing to every Tom, Dick and Harry

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Facebook, Twitter, LinkedIn (etc) - They're all great Social Media's! But here we discuss the joys of having a brand, company, region or even country-based **Niche Social Media Engine** that brings the whole 'enchilada' to you. Sure, people create many different types of groups (for example on Facebook), but there are exceptional benefits by bringing groups & people together that have a common interest thread, and where they can do virtually everything in **1 Niche Social Media Engine**.

Nobody is saying to stop creating groups, posting or advertising on, or using Facebook or any other SM Portal. Nobody is saying that Facebook (for example) doesn't provide a great service. And nobody can deny Facebook's success in having 2 Billion + active user a month. But what we *are* saying is that by bringing a community of brands, groups and the like into 1 like-minded Niche Social Media Engine that is totally separate from the mainstream social media empire's can literally perform magic, (as this paper will explain) for those who can see the logic.

An Example for Example's Sake:

Type in Subic Bay Philippines into Facebook Search. You will find groups such as:

- Subic Bay Property
- Subic Bay Free Port
- Subic Bay
- Warren's Subic Bay
- Ocean Adventure Subic Bay
- Subic Bay Expats
- Funtastic Subic Bay
- The Philippines Tourism Board
- Etc, Etc, Etc

Delving deeper on the web and there you will find many other portals that could and can relate to Subic Bay such as General Classifieds, Property Classifieds, Car Classifieds, Job Classifieds, Media Outlets such as News and Radio Stations, Hotel Directories, Entertainment & Tour Websites, etc, etc, etc.

All these groups, portals & websites can easily be part of **1 Niche Social Media Engine** that is (for example) "Subic Bay", where individuals and those from different companies, brands, portals (and many other entities) can discuss, message, post, advertise (etc) **IN ONE NICHE LOCATION**.

Those who decide that they would like us to create their very own Niche Social Media Engine will have all the benefits they enjoy on the likes of Facebook plus a few more...

- Share
- Post
- Upload Pics/Vids
- Sell
- Buy
- Message
- Blog
- Polls
- RSS Feeds
- Create Forums
- Create Sub Groups
- Boost Pages
- Boost Posts
- Be an Affiliate
- Create Events
- Classifieds
- Play Games
- Invite People from FB and other Social Media Platforms
- Be a Pro User
- Post Links/Posts to FB & Other Social Media Platforms

Let's put it another way that is straight to the point. Instead of searching & joining different groups (for example) "*Subic Bay*" on FB, pinning on Pinterest, (etc etc) wading through websites and other portals, plus any other time wasting exercises, we can have a **Niche Social Media Engine** that is and has EVERYTHING to do with *Subic Bay*. And that everything is now right in front of you, in one pleasant & neat location. However there is of course, a lot more to this subject that just that...

It Gets Better:

- Advertising on a **Niche Subic Bay Social Engine** is much cheaper
- Relevancy of Advertising is 100%
- Search results in search engines would have high page rankings
- We ELIMINATE rules that other Social Media sites enforce

- Nobody is ‘**mining**’ your personal information (**Very important**)
- The Niche Social Media Engine becomes an ‘Authority’ in it’s field/expertise
- Able to display content better
- Can enter countries where some Social Media sites are banned
- All Members would benefit from other Social Corridors Services (More on that later)

Explosive Growth Potential with our Niche Social Media Engine Communities

What is a “niche” community?

A simple explanation of a “niche” community is a community that focuses on a particular topic for a specific audience. Facebook started by initially focusing on Harvard students.

Later they expanded it to higher education institutions in the Boston region, the Ivy League schools, and Stanford University. Facebook gradually added support for students at various other universities, and eventually to high school students. Today, Facebook has roughly 2 billion monthly users.

Why is a Niche Community Important?

Having a focus for a particular ‘community’ can make it easier to acquire members via search engines. As you add relevant keywords, titles, descriptions and content, your site can show up in search engines as people search for those same terms. This makes it much easier to achieve better search engine ranking.

For example, maybe you enjoy crafts. If you search Google now for “craft community,” you’ll find a large number of websites focusing on that general topic. Let’s narrow this down a bit. Perhaps your favorite craft is pottery. If you focus your community on pottery, you could gain the benefits of the “craft” and “pottery” keywords and have an easier time targeting your ad campaigns to people interested in that subject.

Why does a niche community grow faster than a general community?

A niche community has content specifically targeted towards people with that same interest. This content attracts like-minded individuals who join and share their own tips, advice, great finds, etc.

By providing good content for your niche, it'll be easier to attract members looking for information, friendship, help, tips, etc. People will be far more likely to join a community that specializes in something they're interested in than a general site with no specific focus. As these members join, they'll share the site with their friends and family. Hence, your community becomes stronger and much more likely to succeed.

How can we cater to a niche community?

When starting a niche community, we want to add lots of content – blogs, photos, events, classified listings, polls, forum posts and anything else that goes with the focus of your community. As we attract members, they'll add their own content, comments, likes and other interactions to contribute to the activity of the site. One can additionally use the various import tools for Niche Social Engines to grab RSS feeds from other sites to help populate the content for your community. We can set that up for you.

It's a good idea to have a theme that complements the type of community we're making. For example, a light theme with bigger fonts does well with a community that focuses on written material – news, literature, blogging, etc. Whereas, a photo community may be better with a darker theme that accentuates the images in the photo section and feeds.

Changing phrases can help further focus on your niche and make a great impression on members. For example, "Blog" phrases can be changed to "Articles" or "Stories;" "Videos" could change to "Films"; "Forum" can be "Arena." You get the idea. Likes, friends, activity feed and all the other phrases are versatile in any Niche Social Engine and allow you to decide how you want your site to feel for your members. We can arrange to make change menus and categories to match your niche.

Summary

Niche communities can achieve exponential growth. It takes time, dedication and creativity to achieve these sorts of results. If you focus on a topic you enjoy or are an expert at, you'll have a much easier time setting up and growing your community.

The Undeniable Proof of Groups & Niche Social Media Engines

People naturally come together in groups for a variety of reasons. With the explosion of social media sites, people around the world are finding more and more reasons to form groups around a particular interest.

Scientific Proof

It's long been known that people form groups. Kurt Gray of the University of North Carolina at Chapel Hill and David Rand of Yale University teamed up with some other colleagues to put this notion to the test. **The study's results?** Yep, people like to form groups. What they found was:

- People form groups of “us” and “them”
- When people have a reason to cooperate and do so, they become closer
- When there is no reason to cooperate, people drift apart

Even More Proof

The University of California San Diego also studied this idea of grouping. Those results are the same as the study at UNC and Yale. This report says, *“The way people share information is changing the way we communicate with our target audiences. Facebook, Twitter and LinkedIn are just the tip of social media iceberg; there are more applications out there and more to come, which means more ways for you to personally connect and engage with your constituents.”*

Making Connections

That line, “more to come” should be a wakeup call to people and brands trying to find a way to connect to other people who share the same:

- Ideas. Want to discuss **black holes**? NASA has discussion groups for that.
- Wants & Needs. **AirBNB** makes a fortune connecting people who travel with people who are willing to rent out a room in their home for a night or two.
- Hobbies & Activities. Like to crochet? Then **Ravelry** has a place for you.

You Can Reach Out

If you have an idea for a custom/niche social network, Social Corridors can help you. It doesn't matter what your idea is or what your community is. There are other people out there, just like you, looking for a way to connect to like-minded people.

Branded Communities and Customer Connections

People have so many ways to access information making it **excruciatingly difficult for a brand to hold anyone's attention.**

Which means connecting with people where it matters most is the real balance in a brand's effort to stay authentic, but remain in front and relevant to the those who matter.

Companies using branded communities have an opportunity to create a captive, enthusiastic audience for their product or service, but more importantly a useful reliable source of information for their fans. These communities build upon themselves, creating user-generated marketing and testimonials which increases brand loyalty and helps revenue grow rapidly.

Branded Communities Benefits:

- Connect consumers to consumers
- Develop a loyal consumer base
- Offer products/pricing only available to your 'Niche' Social Engine Community

Many brands used Facebook to create their fan communities and had great success messaging and engaging with fans. Now, Facebook limits a brand's reach to where only one to three percent of the followers ever see a post.

Unfortunately many brands spent large sums of money and effort to build their followers only to get the rug pulled out from underneath them.

There have been few options for brands to own their own community because it's extremely difficult and time-consuming. However, Niche Social Media Engines have turned that problem on its head. Today, creating a branded community is simple.

Creating a Niche Social Media Engine With Us & You Can:

- Have an out-of-the-box branded community solution
- Fully responsive themes make it easy for users to engage
- Availability to future Apps in Android and iOS

For those seeking a highly customized community or unique features with our Niche Social Media Engine, we have developers who can create beautiful community pages to meet a any brand or community needs.

Customizable Interface Reflects Your Brand and Builds Owned Community

- A Niche Social Media Engine uniquely suited to your style and message
- Of course, brands require their own community sites to reflect the spirit and ethos of the product or service they are representing. For example, a publishing company might include photos of fan art, discussion threads about characters and perhaps a spoiler section for fans to speculate.
- There are also lots of opportunities to highlight new product ideas with the community, or provide a means to purchase exclusive content.

Overall, branded communities are a great way to connect and grow a user base. Our Niche Social Media Engines are very simple, easy to use and a platform that can help any company, group or community no matter the size or resources, to create a beautiful, and powerful community following.

Niche Social Media Engine vs Social Networks

Life is best spent with those you love and those who share your same interests and passions. The funny thing is, sometimes those two crowds are substantially different.

Where Social Communities Fall Short

Social Community-based sites have limitations. For the most part, individuals in these online communities find themselves connected to people with whom they are already acquainted, such as family, loved ones, school or work friends. Much of what they hear, say and do is conducted in an echo chamber of similar political views or endless photos of one's life. While social communities are a great way to keep up with friends and loved ones, they do not necessarily give you the opportunity to explore topics of interest to you.

Interest-Based Communities Support and Develop Members

While still being able to connect with those around them, Niche Social Media Engine community members share their passions, interests and desires with a group of like-minded individuals.

One of the best things about Niche Social Media Engine communities is that it gives individuals within, a helpful and welcoming environment and the opportunity to:

- develop skills
- pursue hobbies
- explore talents
- gain knowledge
- receive support

The amount of engagement among members of a social-based community is consistent, but usually does not drive any additional thoughts or learnings.

Typically, the most a member might engage is through a like (or, if one is so lucky, a comment on a photo).

However, with Niche Social Media Engine communities, more time is spent looking for deeper knowledge and understanding. It is a way to explore and converse new ideas not available before the person became involved with the interest-based community.

New Bonds Amongst Members

With Niche Social Media Engine communities, the choice to spend time interacting and giving back is often an easy one, because when individuals enjoy the same subjects or, are being challenged by the same life circumstances, it creates a bond worth their effort.

Building a Niche Social Media Engine & Online Community Means You Own It

Forbes Magazine recently published an article titled, “Are Interest-Based Networks (or as we like to call them **Niche Social Media Engines**) the Way of the Future?” Writer Drew Hendricks explored the idea that people naturally come together and prefer to be with others with whom they have something in common.

“Today, our tribes are often found online. These are the sites where we gather, share information, discuss topics of interest to us, and communicate with each other. Now, interest based networks are becoming increasingly popular. These are topic specific sites where people are able to communicate with a more targeted group of people,” he wrote.

That’s seen regularly in the major social media networks. People join groups, follow pages they like and share information about their likes with their friends.

Niche Social Media Engine Communities: The Next Evolution of Social Media

Jay Jamison, writing in [Tech Crunch](#), says social media giant Facebook set the stage for the next evolution of social media. He specifically points to “interest-based” social media. These sites allow people to set what they like first and find like-minded people. Personal relationships come after mutual interests. He wrote, “*These new interest-based social networks enable users to express their interests in new, engaging ways and offer authentic, high value connectivity with new people we don’t already know.*”

The different approaches of these interest-based services are distinct from Facebook, and they are powering the massive growth and engagement we are seeing in these new services.”

This kind of engagement of interest-based communities is not new nor is it rare. One only need look at the sporting world, much older than the Internet and today’s “social media,” to see how people come together. Here are some examples:

- Fantasy league football. Brings people from all social groups together.
- College sports. Alumni and fans rally around their team, regardless if they are rich or poor.

- Hobbies such as rock hounds, bird watchers, sewing circles, fishing and hunting are just a few activities that bring people together. If you can think of something to do, someone has a group for it.
- Patient-based. You may not think medical issues bring strangers together, but these communities are extremely useful and valuable to its collective membership. Communities for individuals or families for hospice support, cancer support, lupus support, kidney transplant support, addiction recovery groups are just a few examples of thousands of patient-based communities that provide peace and connection for millions of people.

Come Together

Whether it is,

- An Interest
- A Cause
- A Region, or
- A country

now, it's easier than ever to bring like-minded people **together in 1 place** to share their passions, their interests and their desires plus the ability to perform many other actions. If you have a passion and want to share with others who feel the same way, contact us today to find out about creating a **Niche Social Media Engine** designed just for you and the communities you develop.

More Reasons to Start a Niche Social Media Engine Community

Millennials and Generation Z have forced many marketers and business owners to realize just how powerful **Niche Social Media Engine** are as a business strategy. Because these generations grew up with social media and the internet, they expect more meaningful relationships with not only companies but within the regions and countries they live in.

Though a select few brands have enjoyed brand loyalty throughout the years — like Apple or Harley Davidson — to most marketers, these seem like rare occurrences only elite brands enjoy; not an active business strategy to help build loyalty.

However, the internet now enables businesses, & regions of all sizes to build communities around brands, lifestyles & cultures whilst enjoying frictionless sales paths and free word of mouth marketing that comes with these communities.

What are Niche Social Media Engine Communities?

Niche Social Media Engine and/or branded communities consist of like-minded people who enjoy interacting with one another in an environment designated to represent their region, likes, choices. Though some people have been able to successfully build *forum* communities, forums don't function like our favorite social media platforms.

Social media sites encourage social interaction and foster, (in many ways), very satisfying casual, friendship-like social interactions. In fact, experts find that people spend 28% of their online time on social websites. In addition, if you observe your friends and family, you will notice even new social sites can find an audience quickly. How many people have you heard mention that they, "were on SnapChat," just a month or two after the developers launched the app?

Building a community around brands, regions, lifestyles or cultures turns these into a pleasant part of your customers' daily life. For example, building a Niche Social Media Engine community:

- Customers associate your products with recreation, fun and escape
- You gain free word of mouth advertising
- You gain instant support for any new products, services or interests introduced
- You can promote more often and spend less money on advertising, because your community are in a concentrated location, (Does Harley Davidson really have to advertise in Time Magazine, USA Today or even Men's Health? It's just not necessary) and;
- Lastly, you gain a deeper understanding of who your community really is, where they come from, what they value, why they love your Niche Social Media Engine and what they want to see next from you

How to Get People to Join a Niche Social Media Engine

This is the easy bit because we already know how to reach people quickly, whether it be via the mainstream Social Media Platforms (posts, invite, share, tweet, pin etc), via word-of-mouth to clients, customers, general advertising, mail outs, opt-in email lists etc.

And people will LOVE being part of a **Niche Social Media Engine**, some of which include:

- Substantially **cheaper** Advertising
- Advertising can be much **more effective** even to a smaller audience
- Reaching a **like-minded** community of people
- **Personal data is not being “mined”**
- Can quickly become the **“Authority”** in a particular niche
- **Trust** can be built (far) more expeditiously than on mainstream Social Media
- Content **always relates** to the Niche Social Media Engine brand or region
- Restrictions and rules **are much less** than mainstream Social Media Platforms

If you would like to discuss how we can create your very own Niche Social Media Engine, get in touch with us today. We can talk about the ideas you have in mind, make suggestions & come to a mutually acceptable cost where everyone will be happy.

The logo for Eyedeas International, featuring the company name in white, bold, sans-serif capital letters on a dark red rectangular background with a slight gradient and reflection effect.

**CLICK BELOW TO DISCUSS THE THRILLING
BENEFITS OF BUILDING YOUR OWN
NICHE SOCIAL MEDIA SITE**

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