NextoFriends

# Street/Subways Promoting and building member base

* Friend referrals. Discount premium fee incentive to sign up friends
* Official press releases to sites such as Slashdot.org, digg.com and wired.com
* External linking and member promotion will give members a cash incentive via our shared revenue program
* External linking via emails and external web forums for:
  + Single videos
  + Single photos
  + Hotspots
* Press releases of new features and media packs
  + Brief abstracts and full articles for copy paste. These can also be used for Search Engine Optimization indexing and news trawling web sites such as news.google.com and xxx.
  + nextoFriends.com graphics and logos in a variety of resolutions and background colors to aid writers and reviewers to present our system on their own sites
* Search engine paid keyword advertising
* Special offers & promotions and competitions built into the site and delivered by SMS and email
* Magazines such in categories such as: mobile phones, popular teenager publications
* 3rd party downloads sites such as download.com, [www.clickapps.com](http://www.clickapps.com) and [www.jamster.co.uk](http://www.jamster.co.uk) using their in-house writers and reviewers.
* Multi-language system for maximum penetration
* Regular features written by nextoFriends.com content staff
* RSS and ATOM feeds driven from user created content
* Paid and non-paid viral video advertising promotions through sites such as break.com and heavy.com