

SOCIAL MEDIA INDICATORS

**70 Ways to Boost Your Online
Business Using Social Media**



By Your Name

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You, Your Business and Social Media

Businesses are now getting more and more virtual when compared to the conventional ways of selling things and technology plays a big role in this type of advancement. However, the increasing number of entrepreneurs means that the level of competition is also getting tougher as time goes by.

You need to find ways to get noticed, build your online brand, attract customers and increase your sales. With the use of social media, which is now an ongoing trend when it comes to online marketing strategy, you will have that much needed leverage to stay in the game and flourish in the online world.

There are several online marketing strategies used by entrepreneurs nowadays but the latest method which is creating a lot of buzz is the use of social media. Small sized businesses and large scale corporations are using this to promote their products and services.

Its popularity as a tool used to boost one's online marketing strategy is undeniable. If you are in search of an effective and affordable means of marketing your company, then social media is definitely what you are looking for.

You will be provided with approximately 70 ways to boost your online business with the use of social media. These tips are divided and categorized according to the type of platform to be used.

It's up to you to choose which social media platform is best for your company or you can try it all and you will notice that you will be reaping the benefits of your labor in no time.

Social Media Marketing: A Brief Overview

When it comes to reaching a wider target audience, the several social media networking sites will not fail you. There are at least 7 famous platforms belonging to social media and each have millions of members all over the world.

You will have a better internet marketing strategy if you include this channel. Social media marketing is referred to the process of promoting or marketing your company as well as the products and services which you are offering.

This is also an effective method for gaining better company branding. This is considered as one of the most affordable online marketing strategy. It involves content, photo and video sharing for the purposes of increasing web traffic, online presence and sales.

There are several things which you can do with social media. Each of these things will surely provide you with various benefits.

- Better company brand promotion
- Increase the public's awareness about your products and services
- Interact, socialize and build a stronger relationship with your clients
- Gain new customers while retaining existing ones too
- A medium which can be used to provide customer support

Here are the other reasons why you should engage in social media marketing.

- Establish the identity of your company. You can also use this to make your products or services more recognizable to the public. With social media, you can create the buzz for your business and attract several new customers.
- You also get more exposure. Several of these sites have a share feature which means that one person can help you out in gaining more exposure once they share your posts to other people whom they know.
- You also get to know what other people are saying about your company, products and services. With these feedbacks, you will be given the opportunity to improve your products and make it more well fitted to the needs of your customers. Also, you will be able to answer the queries of your customers in a professional, timely and interactive manner.
- Also, if you make use of this medium accurately and you have implemented the right strategies, not only will you be able to gain all the benefits cited above, your website will also have higher

SEO ranking. Google is now paying more attention to websites which has a good social media reputation and standing and if you take advantage of this aspect then you will have the chance to be on top of search engine results positioning.

As mentioned earlier, there are several social media marketing websites which you can use. On this write up, you will be provided with some of the best and widely used platforms. It is actually up to you to decide which one to choose or use it all for the same purpose.

Top Facebook Marketing Tips

Facebook is by far the most popular social networking site of all time. With its millions of users, you will definitely have the tremendous online presence which you have always wanted to get. You will find no difficulty in reaching a wide target audience when promoting your products and services as well as establish your reputation as a leading company in your chosen niche.

Tip #1 - Make them like or share your page

Content is always the first thing that a Facebook user will consider when looking at your post. If you are serious about increasing the awareness of the public about your company, then you must always provide valuable and interesting content to them. By doing so, those who read your post will either like it or even share it on their Facebook wall. By doing this, you will be able to reach a wider audience with the help of one person who liked your post or page. Imagine what it can do if there were hundreds of users who shared your page to their walls.

Tip #2 - Post Valuable and Related Content

When you are posting something on your Facebook page, you have to make sure that it is informative and relevant to what your company is actually offering. This only means that you have to concentrate on topics wherein you can easily connect to the products or services which you are offering. You can write about a specific current event, articles, pictures or videos which can easily be tied to your company. Once you have done this, you can even ask other users to take part by letting them post their comments or questions if any.

Tip #3 – Use Various Types of Content

What is so good with Facebook is that you can post any type of content that you like. You can use plain text, add in a couple of photos or even use videos with caption. Take advantage of the features offered by this social networking site and make the most out of it.

Tip #4 – Facebook Ads

Facebook also has its own advertising feature. These classic ads can be found on the sides of the site. You can use this to drive more traffic to your own Facebook Business page or to your company's main site. An ad would contain a featured image, a brief description, a call to action and a link which you can use to direct the viewers to your fan page or to your main site.

Tip #5 - Timely Response

It is very important that you pay attention to your viewers especially those who have comments or questions about your posts. The thing with social media is that you are expected to interact with your viewers and you have to keep up with it. Therefore, replying promptly to their concerns should be on top of your priority. Doing this would let your viewers know that you exist and they can interact with you. If you fail to do this, you can expect your fan page to drastically weaken in an instant.

Tip #6 - Regular Posting Is a Must

In contrast to the conventional way of media marketing, using an online social media requires you to provide regular posts with fresh and valuable content. Facebook users would appreciate business pages that are capable of providing them with new and informative content on a regular basis.

Tip #7 - Be As Creative As You Can

When creating your business fan page, you really do not have to be as stiff as a board all the time. You will be considered as boring by several users. Be creative. Be funny. You can make each and every post you share as enjoyable as possible. Yes, you want to promote your products and services as well as tell them about your company but you can always do this by being enticing, interesting, relevant and delightful as well. This will trigger better interaction with your viewers therefore, increasing your online presence and the public's awareness of your brand.

Tip #8 – Add Business Apps to Your Page

It is also important that you add the necessary applications to your Facebook business page. This will greatly help in making sure that your viewers will have a good user experience when browsing your page. Aside from that, they will get to enjoy your page which is not only informative and interesting but also fun and interactive.

Tip #9 – Try Facebook Contest

Almost all individuals love to participate in contests. The thrill and the excitement it gives are amazing. So, why not employ this on your Facebook business page? There are several third party applications which can help you out with this. Think of an interesting type of contest and give it a go

Tip #10 – Measure Your Marketing Efficiency in Facebook

In every marketing strategy, you have to find out if what you have actually implemented is providing you with the results which you are expecting. Allot sometime in finding the right tool to measure the efficiency of your marketing strategy in Facebook. Remember, social media marketing requires time and a lot of effort so do not expect to see tremendous changes in a just a couple of days. Give it time and be genuinely enthusiastic and committed with what you are doing and you will surely reap the benefits.

The Basics of Twitter Marketing

Twitter offers a micro blogging service which is also one of the most effective social media platform used for online marketing. It allows its users to post a very short description of 140 characters. Several entrepreneurs are using this platform to promote their products and services by reaching a larger target audience.

Tip #11 – Tell Your Story

Tell your story through your twitter account. This will greatly influence the response of other people to you. Also, by setting up your account properly, your followers will be able to identify your company brand apart from your competitors. The name and the image that you choose must be consistent with your other profiles which have been set up on a different medium and it should also be easily associated with your company's identity.

Tip #12 – Find an Effective Strategy

After setting up an account, you also have to make sure that you have a good marketing strategy in place. This is very important if you wish to make the most out of this particular social networking site. Your strategy must include the way you can acquire followers, who will you follow, how often you will be posting, what type of content you will be posting and several others.

Tip #13 – Share Interesting Topics

With twitter, users are provided an easier way to share topics which they find interesting. This is one of the main reasons why so many individuals love this networking site. Make use of the 140 character description properly by creating a catchy statement which would draw in the interest of your followers.

Tip #14 – Go Follow Others

You must choose the people that you want to follow because once you do, you will be reading whatever posts they share. Go slow when doing this since Twitter has rigid guidelines when it comes to excessive following and they suspend accounts once they find it as suspicious. You can follow your clients, contractors, suppliers and other individuals within your professional network.

Tip #15 – Find the Sweet Spot

You can do this by finding what your target clients need. You can also concentrate on informing them how your products and services would benefit your prospective customers. This is commonly known as the sweet spot of all consumers. Provide a solution to their problems or answer their questions and you will be considered as worth following by other members.

Tip #16 – Start Tweeting Smartly

Learn how to post in Twitter. This aspect is very important knowing for a fact that you are only allowed to have a micro blog which is 140 characters long. Try out different ways of writing the post before actually posting it. Create interesting posts which will draw in other users to actually read what you have just posted.

Tip #17 – Connect the Dots

It is very important to connect your twitter account to your actual business website. This social networking site offers an option wherein you can simply add your website to your twitter account. You can also make use of their widget which will allow you to share your tweet timeline to your business website. By doing so, your website visitors will be able to view your actual conversations in twitter. It's like hitting two birds with one stone. Lastly, add a twitter button to your site so that your website visitors can share the content of your website to their twitter account.

Tip #18 – Make Use of Great Snapshots

Twitter also allows photo sharing on their networking site. You can post snapshots of important events which took place in your company.

Tip #19 – Measure It Out

It is also vital to measure how your twitter marketing strategy is going. It is a must on every marketing process to find out the efficiency of the implemented plan. Through this, you will be able to make the needed improvements so that you will be able to hit your desired targets.

Tip #20 – Promote Your Twitter

Lastly on twitter's tips and tricks, you also have to promote your twitter account. You can include this in your website's main page or contact page. You can include this on your email signature and even promote it on other social networking sites.

It's Time for Google+

We all know that Facebook and Twitter both came first but the effects of Google+ when it comes to being an effective tool for internet marketing is unmistakable. Once you master the right techniques of using this platform, you will not only increase your online visibility, web traffic and sales but you also get to have an excellent Google search engine positioning.

Tip #21 – Profile Creation

It always starts with the creation of your profile. You need to take your time when creating one for your business. You also have to make sure that you have thought about your introduction. Make it stand out above all the others so that other users will add you to their circles. You can even make use of the links when creating your profile. Make the most out of it by adding the link to your website or other social media profiles.

Tip #22 – Images of You and Your Company

Images are very important. It puts a face to your company. Choose the best one to include on your profile and also choose photos which you want Google to find. If you wish to create a good brand image then you start by choosing the right image for your Google+ account.

Tip #23 – Make Your Profile Searchable

When setting up your account in Google+, you have to be sure that you put a check mark on the option where in it would allow others to find your profile. This is very important since being searchable in search engines would give you better chances of your profile in being indexed.

Tip #24 – Google+ Circles

Through this ultimate feature of Google+, you will be able to categorize the people that you interact with accordingly. These categories can be by profession, business, personal, friends, acquaintances and many more. You can even create one for your target customers. This offers better organization which can be very useful for any entrepreneur.

Tip #25 – Interaction Is the Key

The heart of social media lies within interaction and connection with other people. As you use Google+ or any other social networking sites, you have to make sure that you connect and interact with others. It is never enough to just create a profile and just hope things will work out. It needs you as the driving force to make your social media marketing technique to work. Yes, this can be time consuming but the results are definitely worth all your hard work and patience.

Tip #26 – Hash tags

Like Facebook and twitter, Google+ also has their hash tags. Make use of it and benefit from it. By using these, you can access the users who are following those hash tags which you used on your posts.

Tip #27 – Content Posting

Once you have your set of google+ users, you can now interact with them. You can do this by posting images, texts, videos, relevant links and many more. You can even tag other people just like the other social networking sites.

Tip #28 – Google+ Hangouts

This feature works the same as Skype. You can use this feature in holding conferences or meetings. You can even use this feature to stream live to countless viewers.

Tip #29 – Post Regularly

It is also important to post regularly on Google+. This is similar to any other social media marketing strategy. You need to regularly post fresh content for your viewers to read.

Tip #30 – Content Is King

Create unique content at all times. This is one key aspect that you should apply to your online marketing strategy when creating posts not only for your Google+ page but to all other sites that you have. Consumers want to read a content which is not only informative but is unique as well. If your write ups are similar to what your competitors have, then you are doing it the wrong way. You will end up losing followers and all your efforts will be gone to waste.

LinkedIn and Your Business

When it comes to social media marketing for entrepreneurs, LinkedIn is topping the charts with its over 200 million users. You can find new customers, enhance your business relationships and connect with other individuals who share the same interests as you do. However, you have to make sure that you employ the right strategy when using this platform so that you will be able to make the most out of it.

Tip #31 – Client Focused Profile

Similar with other types of social networking sites, you have to first sign up and create your business profile. However, since LinkedIn has so many fields allotted for your personal, business or employment background, make sure that you do not end up making a resume instead of an interesting profile. Focus your profile to your target clients. Create a description which would let the viewer know what your company is all about, what benefits will they gain if they choose your products and services as well as inform them why your company is the best. Make a great start by creating a profile which will have a great impact and leave a good impression.

Tip #32 – Get Connected

You can find new clients by making use of its search function. You can also use this feature in finding the profiles of your business partners. Get as much connection as you can for you to enjoy the great benefits which LinkedIn will offer.

Tip #33 – Choose Wisely

You can choose whoever you would like to connect to but you have to be careful when choosing them. You need to make connections to those whom you think you can create or develop a great business relationship. Your connections must be productive and efficient. The deeper the connections you have with your network the better.

Tip #34 – Give and Receive Recommendations

This is one thing which would greatly benefit your company and let your potential clients know that you are doing a great job. You simply cannot beg for recommendations. Instead, what you can do is give a recommendation to a person or business which you have worked with. Once you do this, they will be given a notification if that company would also like to give you a good recommendation which they will probably be doing too. You can also use this same process with endorsements. Great endorsements and recommendations mean making a better impression to your target clients.

Tip #35 – Targeted Groups Are Useful Too

The groups in this particular type of social networking site each share the same interests. They share current events and join discussions about their common interests. You can use these groups and choose those which you find interesting, groups which have members who are also your target customers and groups which you think has interests that are beneficial for the products and services which you are offering. You can build your credibility through these groups and increase the odds of finding your prospective customers.

Tip #36 – Interesting and Informative Status Updates

Constantly remind your clients about what you do by posting status updates about your company. This is a great yet subtle way of informing them once again about what you can give and what benefits they can get. It's a great way of sending out a reminder without being too pushy.

Tip #37 – Read the Updates of Others

Watch out for the status updates of other individuals. You will never know, you may find that great opportunity to get in touch with them and discuss more about how the both of you can benefit from what you can offer them. Specifically keep an eye on those status updates which are related to the type of business which you are promoting. Once you get a hold of the person of interest, initiate a fruitful conversation and start establishing a good business relationship.

Tip #38 – Connect It with Other Social Media

Several successful online entrepreneurs have proven that they receive more interaction if their other social media profiles are connected to it. Once they see the post you have published on twitter for instance. This is a good tip which you may want to give a try.

Tip #39 – Add Applications

Much like other social networking sites, there are several applications which you can integrate to your LinkedIn account. These apps will help you market your business on a whole new different level. Since there are several of these available, you will surely find that one which will suit the type of business which you are trying to promote.

Tip #40 – Be Found

Make sure that your LinkedIn profile is searchable by optimizing it. This will allow other potential clients to find you, your company and the products or services which you are offering.

Instagram and the Power of Photos

Instagram is more than just a photo sharing community. It is also a special tool which entrepreneurs like you can use to boost your online presence.

Tip #41 – Have a consistent Username

Your usernames must be consistent with all your other social media profiles. This allows your existing and potential clients to identify you better and also recognize you and your company.

Tip #42 – Send a Message with Your Profile

Your profile is where everything begins. Be as comprehensive as possible when making your profile. You can introduce your company's values and objectives. You can even offer them a brief background of your company. Send the right message by properly creating your Instagram profile.

Tip #43 – Search Your Target Viewers

With the help of using hash tags, you will be able to locate potential clients and even followers who share the same interests as you do. You can also make use of Instagram's search function to find individuals who are searching for the products and services which you are offering. Once you have identified these, then you can begin analyzing their interactions in Instagram, pinpoint their main need related to what you are offering and device a good strategy to catch their attention.

Tip #44 – Story Telling Sells

As we all know, Instagram is one of the largest photo sharing community over the internet. It houses millions of users and standing out above the rest is a must if you want to establish your company's presence. You can do this by telling a story with the use of stunning photos.

Tip #45 – Capture Great Shots

Of course, you have to make sure that the pictures you posts are all amazing. You therefore, have to make sure that you have somebody who knows how to take great pictures or learn how to do it

yourself. The success of your strategy implemented in Instagram, greatly lies on the photos which you will be sharing. Learn the various techniques of taking great pictures.

Tip #46 – Behind the Scenes Photos

One great way of connecting to your customers as well as allowing them to get to know you better is by posting photos of things that is happening within your company. You can post shots during an event preparation or perhaps during an office eat out. You can take candid shots too. Doing this, will allow your customers have an inside view of what is happening with your company.

Tip #47 – Showcase Your Products

Another great thing which you can do with Instagram is to showcase the products which you are offering. You can provide up close photos of what you have. You can start with your best sellers down to your discounted offers. Post the best shots as possible to attract the attention of your potential targets.

Tip #48 – Getting To Know

Another great idea when using Instagram is to post photos of you and your employees. This will let your followers know the individuals who are responsible for the great company that you have. Your employees too would love this. Add up a short description about each employee and you are good to go.

Tip #49 – Interaction Is Important

You also have to comment and share other individual's photos. Simply posting your photos will not guarantee that you will have tons of followers right away. You have to engage with other users as much as you can and also make sure that your comments are relevant and insightful.

Tip #50 – Use Third Party Apps

There are several applications which you can use to make your photos more attractive and desirable. You can even choose those which would allow you to combine several images in one photograph.

Pinterest It All

Pinterest is also one of the leading social networking sites today. This is a good platform especially for businesses which concentrates on various types of products. Do not be afraid to use Pinterest. It is a very effective medium if you wish to promote your products on a wider target market with the use of photos!

Tip #51 – Your Business Profile

You can promote and sell your products through Pinterest and if you are serious about this then it is highly recommended that you set up your business account. Doing this would also help you establish your credibility and portray a sense of professionalism to your target customers.

Tip #52 – Tools Are Important

Get higher chances of your products being noticed by using the tools available for this particular social networking site. Several tools can offer you a dashboard with its very own analytics and scheduler and even keep updated with the trending pins and boards which may interest you.

Tip #53 – Measure Your Efficiency

When implementing a marketing strategy, it is a must to regularly check your analytics. Pinterest offers one as part of their features. You will be able to determine the volume of individuals who are pinning from your site and also determine the volume of how many viewed those which you have pinned.

Tip #54 – Have A Pinnable Site

Help spread the news about your company and the products which you are offering by making your site pinnable. Through this, other individuals may start pinning from your company website.

Tip #55 – Product Pins Work

Since there are three types of pins which you can use in Pinterest, make sure that you choose product pins. Since the photos in this networking site includes the price tag, once somebody repins your products, they will automatically be informed if there would be drops in its price.

Tip #56 – Identify Your Target

Standard with all the other marketing strategy, you must know your target audience. You have to do the needed research work for you to figure this one out. By doing this, you'll be able to create a strategy of your own which you can effectively implement once you use pinterest.

Tip #57 – Have Some Fun

Aside from the great photos which Pinterest users enjoy, why not make things a lot more interesting by running a contest. This will make it more engaging and you will surely get likes and followers.

Tip #58 – Info graphics Works Too

If you wish to increase the level of engagement as well as the volume of your followers, then you may want to consider creating info graphics. These educational pieces are definitely a plus factor. All you have to do is find the right tool to create a really effective and visually appealing one.

Tip #59 – Engage With Others

You also have to comment, like and re-pinning the pins of others. Social media means you have to connect to the other members of the community. This applies to all platforms and not just in Pinterest.

Tip #60 – Reality Check

Make sure that you check out your rivals. This will help you find new ways to improve your own products and make it stand out from the rest.

The Ever Popular YouTube

Long before YouTube went up for Google's acquisition, the website has been a favorite amongst people aiming to share their videos to the world. With the addition of social media features, Google has transformed this massive website from a video sharing site into a social media haven. YouTube became a gold mine for social media currently growing by the day.

Tip #61 – Start by creating a channel

Often overlooked by many small businesses, a YouTube channel gives more opportunities compared to uploading several independent videos. A YouTube channel is more like a playlist for songs. The channel allows the small business to house all of their videos in one place and easily organizing them.

YouTube alone is a massive tool for spreading your business over the internet. With social media features, your videos from YouTube can easily be shared with various popular social media sites making your reach even longer and a YouTube channel helps out a lot in the process.

Tip #62 – Devise captivating videos that compel watchers

The term "viral" has been coined after videos that reached millions of views across YouTube and other social media sites. These videos can either be simple or quite complicated. On the other hand, viral videos contain something in them that compels people to watch them over and over again and share them over the social media site of choice.

If you can write something that lots of people would read then you can definitely create a video that could go viral. Just like writing, videos that captivate people's attention happen by feeding their need. Yes, people would prefer watching something they want than anything else which is why it is an important thing to watch what people want and give it to them in a way that would grab their attention. Viral videos easily penetrate through social media sites making them an effective tool towards online marketing.

Tip #63 – Create compelling videos in line to people's needs

No matter how much your videos sound awesome, it won't make any difference for social media marketing unless they are in line with people's needs. Videos that contain useful information would normally garner huge numbers and not only that, it would also gain the people's trust towards the company or business that made the video.

It's more of getting attention by helping people out and providing the content that they require. This makes it a lot easier for people to share videos on social media sites for instance Facebook.

Tip #64 – Develop videos that are simple yet engaging, quick, and professional

Making a video these days isn't rocket science. More importantly, the cost for making high quality videos have gone down especially when high definition cameras are quite easy to obtain as well as video editing software. Always pay close attention to the lighting and sound quality of the video as well as the camera movement.

A tripod would be of good use. Think of your video as a story which will have an introduction, main content, and exit remarks. Timing is important and length of the video is important. Most probably, you would want to have a 4-5 minute video containing important information.

Tip #65 – Make your videos easy to find

In 2011, James Zern a software engineer working for YouTube has revealed that only 30% of the videos in the whole site accounted for 90% of the total views. By the minute, videos were uploaded that amounted to a whole 24 hours. Imagine how many videos were uploaded by the minute. This only indicates that the numbers are constantly changing.

In addition, YouTube is owned by Google which we know has strict algorithms for ranking. Even a video that topped the list can go down in a single day without proper reinforcement. A good combination of title, description, and tags is the best way to make a video findable. Only relevant terms should be used for efficiency.

Tip #66 – Make lots of connections

Participate with other people on YouTube and establish good connections. Friends help you get known especially in spreading information about you and your brand. Making friends and engaging with others plays a key role in your success. You might also want to give your competition a visit to see how their doing and to find ways of keeping ahead of them.

Tip #67 – Create alerts and bulletins for your subscribers and friends

Subscribers and friends do make a difference especially if you have a lot of them at hand. Your YouTube channel has a bulletin feature which allows you to post important information like upcoming events or videos. This is a very neat way of drawing attention and increasing traffic towards your video.

Tip #68 – Don't be greedy and share your videos

Social media sites have a reputation of making videos go viral by their sheer population. Get your own account for different social media sites and start sharing. Your friends, followers, and subscribers will aid in the process of spreading your brand and video. Always use important keywords relating to your video. A hash tag also makes it even better as many people are getting in the trend of using them.

Tip #69 – Add some call to action

These annotations will appear in your video as specified. It may appear anytime you wish but preferably at the end of the video or when announcing something important. CTA's or call to action provides more reasons to get in touch with your video or brand. You could offer instructional guides, discount coupons, or even offer a contest for your viewers by means of CTA.

Tip #70 – Do some analysis

Most people who use YouTube didn't even know that this feature exists. YouTube has a very powerful analytics tool that provides insights about the videos being watched and the trend that is currently happening, you could use this to your advantage by analyzing what videos are being watched as well as the keywords being used to find them. This way, your video would be more effective in getting traffic, attention, and profit.

The Benefits

Listed below are some of the benefits which you can get if you make use of social media as one of your key online marketing strategies.

- ❖ Each social networking site has millions of users. If you employ the right strategy when using each of these networks, you will be able to reach countless target audience. This expands your promotional reach far wider than you can ever imagine. Take note that these target customers are not only confined in one location. These social media users are scattered all over the world.
- ❖ You need not spend a hefty amount of money for this particular type of online marketing strategy. Most of these platforms are for free. All you have to do is create an account, build your profile and start posting photos, content and videos about your company. With this level of cost effectiveness, this medium is definitely hard to ignore. You can gain a lot even if you do not shell out that much money.
- ❖ In general, these types of websites are used by numerous individuals to socialize and interact with their friends. This is also one good way if you wish to meet new people whom you share the same interests with. With the level of personalization allowed on these sites, you can definitely use it to connect to your customers. In the long run, you may even ask for feedbacks, post surveys, answer questions asked by your existing and potential clients.
- ❖ You will also get to enjoy faster information dissemination. Since millions of users use social media every minute then you get be assured that any information that you wish to distribute or promote will reach as many as possible.