

# The Secrets to Successful Social Media Marketing

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Marketing with social media is a powerful strategy that involves promoting your website or business through social media channels - such as Facebook and Twitter - to build stronger traffic, brand awareness and user-generated content. Social media marketing is a low-cost marketing method that will easily give you large numbers of visitors, which a business will be able to retain provided there is solid and relevant information on your website.

Companies that have implemented social media into their online marketing have been able to see immediate results. When used properly, social applications have engagement times that are 75 times greater than the time consumers spend interacting with traditional banner ads.

## Here is an easy guideline for making social media marketing pay off:

### Find the right network

There are so many networking sites available on the net like MySpace, Flickr, Plaxo, WordPress, Brightkite, just to name a few. Evaluate your business, industry and target audience to carefully choose which social networking (Facebook, YouTube or bookmarking - e.g., StumbleUpon, Delicious - sites will be the most beneficial for your business.) When it comes to choosing the right [social media platform](#) for your business, research is the key. It is crucial to find the right platform to achieve your marketing goals.

### Content is king

Your web content should be updated daily when possible, relevant to your business or industry, and provide valuable information that people can read and, therefore, share later on, which is what social media is all about.

### Have a blog

A blog can become the most powerful marketing weapon in your arsenal. Organize your posts into categories

and allow visitors to browse by topic, group or interests. Google, MSN and Yahoo give more weight to well-linked blogs.

### **Build an online community**

Strong online community encourages visitors to engage, interact, subscribe to RSS feeds and comment on your blog posts. Reinforce your message throughout your website.

### **Commit to it**

Signing up with social networking websites such as Facebook, Twitter and Blogger is not enough. Company profiles should be complete, with website links and other corporate information provided and updated on a regular basis. Questions and inquiries posted should be addressed immediately. When you establish authority with your audience, it should be maintained.

Whether you're selling products and services or just publishing content for ad revenue, social media marketing is a potent method that has the potential to make your site profitable with time. Businesses that create viral content and do effective website promotion through social media channels can reap the following benefits and rewards:

### **Increased traffic**

There are two types of traffic: primary and secondary. Primary traffic is the large amount of visitors who come directly from social media websites. Secondary traffic is referral traffic from websites that link to your posts and send you visitors, after they come across your content through the social sites.

### **High-quality links**

Achieving popularity on social bookmarking websites, such as Digg, Mashable or Reddit, will get you a large number of links, and therefore more traffic. Blogs written with solid and relevant information are often picked up by editorial links, most of which cannot be easily bought.

### **Back linking**

Links translate to better search engine rankings. When a website receives a large number of natural, permanent links from trusted domains, it develops authority. Search engines trust it. If you optimize your 'link bait' (a technique used to attract links from high quality and ranking sites to your site) and website structure

properly, you can easily start ranking for competitive keywords, which, in turn, will bring in search engine visitors. When maintained, your search traffic will undoubtedly increase.

Social media is not just a buzz word, it is a very effective marketing tool. Don't just jump on the bandwagon. Do your research; Google it. Read the stories about people (e.g., Barack Obama) and companies (like Pepsi Cola and Hyundai) that have successfully used social media to achieve tremendous success. Evaluate and compare all the [social media platforms](#) available on the web.

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