What is Social Media Marketing?



Social Media Marketing is all about getting your product, service, brand or message to your targeted audience within places like Facebook, Twitter, Linkedin, Youtube, Myspace, and (maybe) Bebo.....and these are only the big social media sites!

Not every business will find a niche here but this is where it's at nowadays. There are so many consumers who are a member of at least one of the above and this is where they talk! And Google looks at what's being linked, blogged, reviewed, forums, bookmarked and Plus 1'd. These elements are being used more in Googles search algorithms - so you have to start using them.

Why Use Social Media Marketing?

Facebook tells us that as of today (5/7/10) there are 1,403,260 members in Facebook over the age of 18 and live in Ireland. There are 54,500 interested in football of which 42,080 live within 80 miles of Dublin and 28,460 of these are blokes! But only 6,640 of these lads are between the ages of 30 and 40!

How ask yourself, what would any business owner/advertiser do to have that sort of estimated reach **data** (not only for Irish males ages between 30 and 40 interested in football) and to be able to target those consumers that will buy your product or service or that will be interested in your message.

By building up your own network within the Social Media you can communicate directly with your customers as a group or individually. If you really do well within the Social Media world - word of mouth kicks in! Everyone can see who is talking about and recommending what!

Its also equally as important to see if there is anything negative being said about you, but it is the best place to deal with it - if it happens to you. H ave a quick look at our Online PR Audit

page. The search engines also love to see
links
from these quality sites.

We can provide recommendations to the SME or SOHO on how best you can maximise a Social Media Marketing Campaign.