Article Side

Twitter, Facebook and LinkedIn - Why are these 3 a great place to Promote your online business? by Puneet Gupta

Article published on August 13th 2012 | Advertising

Social networking sites have become a quick and easy way to promote business online. If one wants to build the small business and keep working from home, learn how to utilize these websites to oneâ€™s best advantage.

Social networking sites provide unlimited opportunities to promote oneself and oneâ€™s business. Social networking tools, such as Facebook, Twitter, Windows Live, and LinkedIn, are great for keeping in touch with friends and family and having fun. Some employees use social networking as a quick break from work.

Some people are going further and using social networks to build business relationships with colleagues and potential clients. LinkedIn is specifically targeted to that audience. And some people are taking it further still and using social networking sites to actively promote themselves and their businesses. This is particularly effective for self-employed people, such as consultants, writers, and trainers. Many more would like to utilize these tools to increase their business presence but arenâ€™t sure how to go about it.

Business Benefits

As most social networking sites are free to register with and use, it's an easy way to get oneâ€™s name and business brand out in the social atmosphere. Not only will the person be connecting with potential clients or customers, he will be letting those people know what the current business is.

This gives everyone the opportunity to see what you do, ask questions, request information or contact you for business purposes.

Online Marketing

One can certainly choose to stick with the social networking sites that are broad in scope and market oneself and oneâ€™s business brand this way. Or, one can market oneâ€™s business even more specifically by utilizing the blog spots and groups within these sites that are specific to oneâ€™s niche.

To take full advantage of business branding utilizing social networking sites, search for specific sites that cater to your type of business. This will ensure that people looking for your type of service can find it.

Some Site Ideas

If you are wondering where to start, there are many social networking sites to choose from. One of the most well-known sites is MySpace. This is a place where you can list your personal page along with your business information.

Twitter marketing is an easy way to connect with friends, business associates, clients and potential consumers. You can easily post daily updates to your twitter account.

Facebook is another very popular site that can connect you with friends near and far, as well as business contacts. This site has special interest and business groups you can join, which you can then link to your personal site so it's easy for anyone to find.

LinkedIn is another site that is widely used and really more specific to business use. You can list yourself as well as your business brand.

All of these can be utilized to post daily updates on your business, to offer specials and to post links of special interest to consumers

Advertise

One can utilize these networking sites to advertise oneâ€™s business brand also. You don't even have to have a profile of your own in order to do this. You simply pay to advertise your service or business as a banner or text ad, and it appears for those that are using the sites.

There are many ways to utilize the internet to promote your business. It's not complicated or time consuming to give quick updates or specials every day.

Facebook marketing potential is huge, but many companies struggle to devise a strategy thatâ€™s suitable for such a social platform. So, how can you use the platform to promote your brand? Here are some of the ways marketers can approach it.

Make a Facebook page

Letâ€™s start with the most obvious; do you have a Facebook page? If youâ€™re marketing a lively brand product, donâ€™t make do with a dull standard Facebook page, make your landing page lively and interesting. Donâ€™t expect your potential fans to find you on Facebook without a little support. Add a â€˜Find us on Facebookâ€™ button to your website, email marketing communications and even printed brochures, so that people know youâ€™re on there.

Make your page interesting

You need to add content to your page so that your fans have something to interact with and so that they see your brand in their news feeds, building brand awareness.

Make your content easy to share

Do you have a blog back on your website? Linking works both ways, you shouldnâ€™t just be driving people to your site through Facebook.

In fact, you should also give people the opportunity to alert their Facebook friends to interesting content on your company website. Add a button allowing people to share the article on Facebook, as well as to Tweet it, Sphinn it, Digg it, Buzz it, or whichever your social platforms of choice are.

Make it as easy as possible for people to spread your brand message.

How to use LinkedIn to Promote Your Business

LinkedIn has grown beyond its original purpose of connecting professionals with potential clients and employers. While Facebook and Twitter can be used for business, LinkedIn is specifically geared toward building valuable business connections. The professional social media site has also become a terrific business-to-business marketing tool.

Article Source:
http://www.articleside.com/advertising-articles/twitter-facebook-and-linkedin-why-are-these-3-a-great-place-to-promote-your-online-business.htm - Article Side

Puneet Gupta - About Author:
the author of this article is Puneet Gupta and He is an internet marketer and has strong passion about a digital marketing strategies and a Social marketing.

Article Keywords:
Social marketing, twitter marketing, digital marketing, social profiles, digital assets

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!