Media has evolved with online social and video marketing by Samantha Kirk

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Online media has become a huge platform for small and large scale businesses alike. Earlier, online media marketing used to be just website marketing. A company creates a profile on their company on a website. Now, with the millions of web site pages available online, it is extremely rare for a companyâ€™s link to come first continuously on a search engine. The other traditional online marketing Search Engine Optimization. But with a huge amount of online content available, the content has to be quite unique and catchy to attract a prospective consumer. Now, viral videos, social networking sites, podcasting, etc. are the new trends for marketing and it has become immensely popular among the users and the product or service is gaining a good reach through these platforms. Because of the various options available for advertising, having website about the business is just not sufficient. An online marketing to have the right effect, it needs be creative and a unique approach. Now, more and more businessmen are appointing people to creatively write content and insert in to the various new forms of marketing that are available.

Marketing through Social Networking web sites and social bookmarking web sites are known as Social Media Optimization. It is one of the types of online media that is on trend now. Many small scale business, freelance business and home-based business are the common marketers who use this form of media. But, it needs to be done cleverly. Just starting a page on a social network is not enough, ways to attract possible targeted audience. For example, if a page is going to be created on facebook on a washing powder, then women are the main targeted audience. Uploading some unique recipes and asking a new user to hit â€œlikeâ€• to view the entire recipe and thus the page will increase the amount of traffic to the page. If it is a jewelry page, then uploading attractive pictures and giving their prices will bring in more people in to the particular page. Thus social marketing is not as easy as it appears to be. It requires equal amount of planning to implement marketing through a social network.

Marketing has taken a new turn with social marketing and social book marking. What used to be a formal type of marketing has now become informal. The consumers need not be passive any longer; they can be equally active and have a direct contact with the marketers. In turn, the marketers can have a direct contact with some of their consumers and get active feedbacks from them to improve or upgrade their business. On the other hand, if there are any negative comments then the marketers need to know to cleverly damage control and make sure it does not affect their page.

Video marketing is another effective type of advertising. They tend to make the web a personal experience and create an online community for the product. Now, there are viral videos that are on trend. A video can be pasted on the front page of the particular website with an impressive number of likes by buying the space and a particular number of likes by buying it from the provider. There are also broadcasting that are happening online. People have started filming their own shows and posting them online. This is used when an opinion or views have to reach a mass. These videos can be anything from talk shows to radio shows.

Thus advertising has become a possibility for everyone with various modes of communications like the Cox Communications. It helps people in marketing their product, sell their service, express their views, state their opinions, etc.

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Samantha Kirk - About Author:
Samantha Kirk is a freelance writer and an active blogger. She makes wooden jewelry which she markets and sells online with the help of a Cox Communications which gives her an excellent internet package.

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