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Online marketing London is there to help you make the most of your target market. Itâ€™s not there to deliver a new market to you â€“ that would be impossible â€“ but it can, if used properly, expand the existing target market by creating an environment in which fans of your product become what is known as brand evangelists.

A brand evangelist is the ultimate dream of social media based online marketing London techniques â€“ which have evolved in step with the swelling social network technology to open up new ways of getting to your target audience. Basically, what happens is this:

Your brand becomes a personality by engaging with its own consumers in the social network sphere. This is useful because the social network is run on an exclusivity protocol, so you can only be in someoneâ€™s network if they have approved you. Ergo, a brand using social media online marketing London techniques is automatically in a good position to put itself about as soon as its consumers start accepting its friend requests.

The next stage â€“ and this is where social media marketing really comes into its own â€“ is dependent on the effect of the exclusivity protocol: which is to introduce hundreds, potentially thousands, of complete strangers within an exclusive bubble. So getting in to the social sphere is hard â€“ but when you are in, then you are automatically on show to everyone else in the same network.

This means that when you use this form of online marketing London technique for your brand, that everything your brand says and does is automatically visible to everyone else in the social network of your consumers. Because these people all have something in common, some interest or shared â€œlikeâ€•, with your consumers, they are a likely target audience for your brand.

So you use your brand personality to make an impression. You develop fun interactive games and competitions, which attract the attention of the other inhabitants of your brandâ€™s social sphere. And before long, you end up with a brand evangelist or two in the mix.

The brand evangelist is the person within the sphere targeted by your online marketing London campaign, who chooses to start telling other people about your brand and your site of his or her own free will. He or she will start blogging about you and posting links to things you say and do. At which point potentially thousands more eyes will start seeing your social media presence â€“ and you begin to trend in fruitful places.

This is of course just one strand of a modern online marketing London campaign. Youâ€™ll also need to pay close attention to traditional methods of targeted optimisation, pay per click advertising and cross channel (i.e. text to email) promotion. Base all actions of a proper analysis of your immediate competition and youâ€™ll get great results every time.

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