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Social Media Optimization (SMO) is one of the numerous ways of increasing traffic to a website, web page or any other web presence. SMO takes two different approaches. The first approach involves adding some social media features on to the content in your web site. This includes social news and RSS feeds that can be shared by the use of sharing buttons that are attached to them. They can also attract ratings through polls, which is a good way of attracting visitors to your site. This approach also incorporates adding third-party social functions such as jokes, art, messaging, picture sharing, videos, and other social attributes.

The second approach to Social media optimization is the marketing approach. This is done by including promotions in social media. These promotions do not have to be a part of the main product on the site. They can be anything else that will attract potential traffic. They can take the form of other web presence such as free blogging, sharing on other blogs, discussions, and sharing links to products on social networking platforms.

The focus of SMO is to attract traffic to your web presence and keep them interested in your product. It is an integral part of marketing online since it achieves the objective of reaching out to potential clients. It is not only a marketing strategy, but it is also an important tool in product branding, customer relations and strategy building for new products. It helps producers, marketers, retailers and clients to build a complete chain of product movement.

Numerous advantages come with incorporating Social Media Optimization in your web presence:

You get new customers fast: Social media is a good platform for social forums that will work for you. As long as the people who access your site keep socializing, then you are open for new clients who will be introduced to your services. You can channel your marketing on the strong social networks that give people opportunities to share ideas as they interact.

You won't lose your old clients: SMO is a good tool that helps you to keep in touch with your current clients at all times. It is important to provide the clients that you have with fresh content through SMO to ensure that they remain satisfied so that they stay loyal. When you renew offers and add promotional services then client loyalty is guaranteed.

You are able to get direct feedback: Getting feedback from your clients is a vital aspect of your business venture. This is because you are able to know which products that they want most, and how to improve your services. You can be able to see the criticism that you have been given as you communicate with your clients and as you improve, you raise your chances at keeping happy clients.

It is cost effective for your web page: With Social Media Optimization, you do not have to spend money to launch marketing campaigns. You just maximize the effectiveness of your content for the purposes of social media. This will guarantee that you have clients and you do not pay for marketing. Some of your clients will do the marketing for you while the rest of your marketing is done by your content.

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