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Social Media Marketing a Catalyst for Your Business by [Julia Roger](#)

Article published on July 30th 2012 | [Internet Business](#)

With the invention of computer and internet, the concept of marketing has changed entirely. Marketing strategies have seen new dimensions and colors and social media marketing is one such effect which is growing fast.

Social media marketing is the process of gaining more traffic to the website so that the information spreads. This is achieved by displaying good web content which attracts the visitors to stay and read the content. There are many advantages that can be beneficial to the advertiser in the social media marketing. The message reaches faster to the clients, anybody having computer and internet can be reached fastest through social media. Irrespective of which corner of the world people are living, if they have access to the internet, they can be reached through social media.

There are no geographical boundaries binding this form of marketing. Social media can be accessed anyone at any time and from anywhere. Advertising through social media is relatively economical. With cell phones becoming more popular and more people using them, the horizon of social media is also spreading. The social media sites can be accessed through the cell phones. Unlike the internet, reaching people on cell phones can be done in real time. As cell phones are always accessible to its user, they can be reached any time.

The google adwords is also aiming at enabling business people to reach more number of customers. It is an online advertising program from google. Adwords provides the option of choosing to place your advertisement where you want so that it reaches more number of people. Since google is used very widely all over the world, the publicity material reaches more number of people faster. This is one of the most sought after advertising strategy to promote the product or service.

Social media marketing is beating all the other modes of advertisement for its many advantages. Google Adwords which comes from Google has better reachability to more number of people.

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Article Keywords:

google adwords, social media marketing