How Much Does Social Media Marketing Cost?

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Most businesses have found the use of social media a rewarding experience with sure market returns guaranteed at the end of every fiscal year. Many small businesses could recover their losses and almost double their sales using social media. With the latest social media tools making the process of social media marketing all the more easy for businesses, market experts still maintain that social media marketing is the most cost-effective marketing strategy that a business could use. This might be true for most businesses, but when a marketing professional gets down to the numbers he has a lot of comparison to do before he finally decides on which of the tools he is going to use for the campaign. Here is an attempt to answer the important question as to how much does social media marketing cost taking into account three important tools known to social media users namely, Hootsuite, CoTweet, and Tweetdeck.

There are many businesses which use a multi-member social monitoring teams. Therefore, it becomes necessary to ensure that not much money flows out in the use of multi-user accounts in these platforms. Take for example, in order to maintain multiple Twitter accounts using only one user, one needs to pay $5.99 per month on Hootsuite. On CoTweet, you could have different members of your social media team manage multiple Twitter accounts for $600 per month. In fact, actual figures state that this payment allows you to manage five accounts with five team members, not necessarily a requirement for most businesses.

Tweetdeck, on the other hand, is completely free and does not limit your usage to a fixed number of accounts or users. Of course, until recently there was no provision for tweet scheduling in this platform, but with that settled businesses can actually look to reduce their social media costs using this Twitter management technique although it was not designed for the purpose. In short, how much your social media marketing costs depends on the types of tools and techniques used by the respective company.

Although many businesses go for the easy to use dashboard of Hootsuite, any business looking to optimize on its investments in social media marketing could go for lesser advertised and free tools and still get the same market response. According to market experts, as 2012 is going to be the year for cloud centric mobile marketing you need to optimize your investments in social media to divert more finance into your mobile marketing campaigns. Make sure you adopt this approach in order to stay ahead of market competition using the latest strategies.

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Sandra Jones - About Author:
Sandra Jones is a prolific writer in the field of a social media marketing and has generated a series of articles that try to answer the question â€œHow much does social media marketing cost?â€•

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