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Start Using Social Media Marketing for Your Company by [Milo](#)

Article published on February 12th 2012 | [Marketing](#)

There is no doubt that social media sites (Facebook, Twitter, etc.) are the trendy sites on the internet today. The only type of sites that are used more than social media sites are search engines (which should be a part of your online marketing as well!). If you are not using social media marketing to boost your business yet, you should definitely start! SMM has become one of the most used forms of internet marketing in recent years, mostly because it allows a business to reach its customers in an informal way to connect with them and show them how good your business really is. So, you don't really know what SMM or how to do it? Whatever your situation may be, this article is going to help you get starting in the world of SMM! Lets look at Facebook and Twitter for now.

Facebook

Facebook happens to be the 2nd most used site on the internet, according to traffic. It is only behind the colossal Google. If you haven't created a simple business page on Facebook, you definitely should. For a business, you shouldn't create a normal account with friends. You need a business page so Facebook users can like and subscribe to your page, which will then show up on their profile as well. Once you create that, you already have a good start on SMM for Facebook. Once it is all set up and the information is filled in, you need to have it designed to entice your viewers to like and subscribe to the page. A great idea is setting up a page that is only viewable by people who like the page and have special offers on that page. Once it is designed and looks great, you need to get as many likes as possible. That means real likes, not blackhat robot likes. Facebook ads can be great to get more likes if you have the money to invest. If you do these simple things, you have a great base for your business in the social media world.

Twitter

Twitter is much different than Facebook. There aren't business pages or ads like Facebook. Instead, you need to make your business profile stand out from the crowd. A good thing to do is to follow every one of your followers, which lets them know that you appreciate the follow. Tweeting on a regular basis is a definite must. Tweeting about business news, updates on your website, or new sales going on are great to fill your followers top news list with. Hash tags are a great way to specialize your profile and get more exposure. For instance, if a company tweets, they may post their message along with hash tag phrases like #CompanyName, #CompanyProduct, or #CompanySlogan. If you have a popular profile and your followers are very active, they may retweet and you could even become the next Twitter trend! This Twitter marketing method is easy but effective.

Don't underestimate the power of these simple SMM methods for Facebook and Twitter. Just having an official Twitter and Facebook page for a business is great for a company's reputation. Don't doubt the power of SMM either! SMM can lead to more results than SEO and/or PPC campaigns, depending on the niche. The basics will only take you so far though, so master them and learn more advanced tactics or even hire an SMM service!

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Article Keywords:

SMM, Social Media, Social Media Marketing

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