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Social networking sites like Facebook, Twitter, and MySpace assemble people with universal interests and present a platform for these like minded people to share conversation, information, and ideas. The fame and development of these sites has resulted in statistics that are really spectacular. Facebook, for example, grew from 100 million users in January to 200 million just eight months later. If Twitter keeps growing at its present rate, the site will reach 100 million unique visitors per month by next year. Finally, latest research of Zoom Web Media shows that social networking is now more accepted than email. According to their study, 66.8% of internet users have used social networks, while only 65.1% have used email. For businesses, these social media sites present a gigantic prospect to find and attach with people who may be concerned in their products and services. Under the right circumstances, the sites also offer the opening for businesses to increase the reputation of and traffic to a business website.

The key to success in these energetic marketplaces is not about promotion to the masses, but interacting and participating in the ongoing discussion threads which are pertinent to your area of search. The best correlation here would be two neighbors having a chat over the fence when you can promote your products and services. Enter Social Media Optimization (SMO), which combines the profit provided by the reach and speed of the social media sites with the power of word of mouth advertising. Harmonized with an aggressive search engine optimization program, SEO services can provide an introduction of your company, products and/or services to thousands of potential customers who would not have found you otherwise.

Nowadays specialized companies spend more into the internet presence management for branding and generating more industry opportunities as this is the most reasonable way of trade promotion. Now social media marketing has become a division of internet presence management in web design and development company. Social media optimization is also known as SMO which is a set of methods for inviting visitors to website by promoting throughout social media networking sites. Besides the amazing enlargement numbers, another benefit of SMO is that it can get a company in front of more people faster than normal search engine optimization intended to add to visibility on Google, Yahoo, MSN/Bing and the like. It may not provide immediate satisfaction, but optimizing for social media can get you closer to it while supporting your SEO campaign at the same time. For more details visit: www.zoomwebmedia.com

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