Facebook and Google Plus: the Battle Goes on by Rohit Walia

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The two opponents in this battle include Facebook, a popular name in the digital world; the other is Google Plus, the latest innovation of the search engine giant, Google. Yes, Facebook and Google Plus, the two competitors in the social platform are leaving no stone unturned to outperform one another. According to online marketing experts, the battle between Google Plus and Facebook will surely define the healthy prospect of the social media marketing in near future.

The contest between Google Plus and Facebook has been a hot topic of discussion and one of the most breaking news covered in most blogs, articles in the online marketing world towards the end of the year 2011. Since its inception, Facebook experienced a tremendous growth. While most other social media platforms failed to keep up with the popularity of Facebook, Google Plus, the latest entrant in the world of digital marketing is expected to give a tough fight to Facebook.

According to most social media marketing experts across the world, Facebook showed potential growth when the other social media sites crumbled with the passage of time. If you go by the rankings then you will find Facebook is well placed at Number 2 in the rankings of Alexa, behind Google, which still occupies the Number 1 position. Now this is certainly a big achievement for a social media website as Googleâ€™s ranking on Alexa is due to its varied services including its mailing services Gmail or Google mail, Search Engine, Google Maps etc. Therefore, we can evaluate the increasing popularity of Facebook.

All these years, a wide variety of interesting games and gaming applications have been the strong points in making Facebook popular across the globe. Interestingly, gaming developers of social networking websites, Zynga attained the major advantage from the Facebook gaming and right now it has more than 44 million regular users from Facebook.com taking itâ€™s net worth to over 20 billion dollars. However, in September last year, Facebook annoyed a lot of users adding some precincts and limits on the gaming platform.

Google Plus, the latest social media platform of Google.com has initiated gaming platform for its increasing number of fans and users. The best thing is that Google users can now enjoy several gaming options without going anywhere else. The makers of Google Plus have kept in mind the entertainment of each and every user. To make it more interesting popular gaming developers like Popcap and Zynga have also introduced some fun and interesting games for the Google Plus users. This is what is expected to give a tough fight to the Facebook team.

Not only games, Google Plus has also given importance to several features that were not available with the regular Facebook games. Unnecessary updates really annoyed a lot of Facebook users. Some active Facebook users are not quite comfortable with performing various games. Even the unwanted invitations from the friends to join in different games annoyed a lot of people. It was last year that Facebook took action and switched off all these unwanted features.

Google Plus users will be able to keep away from the unwanted messages and notifications. You can now play various games just by clicking on the games button. This games button is visible right on the top of the Google plus feed. As far as the buzz goes, this is first time that Facebook is feeling the heat with Google Plus joining the bandwagon providing unique features to keep its users entertained.

By and large gaming has become a vital part of contest between Google Plus and Facebook, and it can be one crucial feature especially when itâ€™s about choosing the number on social networking

website.

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