Article published on April 26th 2012 | Seo

Facebook users dwell in an environment working under the presumption that â€œthe friend of my friend is also my friend.â€• When someone shares a link with a friend, it could end up with at least 30,000 other users. To exploit this discovery can mean scores of potential buyers more than what the modern entrepreneur can even imagine.

This is what the guys in Pew Research Center have discovered when they studied 269 Facebook users. In their study, they noticed that a friendâ€™s friend had more friends in terms of average: 359 friends versus 245 friends. In fact, it may even be possible that shared media may reach users who are not on the userâ€™s, nor his friendâ€™s, nor his friendâ€™s friendâ€™s list.

Say youâ€™ve set up your page on Facebook and shared it with your friends. Perhaps two dozens of friends on your list is anything but plenty; but within that number, magic can start. All it takes is for the contents of the page to pique peopleâ€™s interest.

It is most likely that your friends have buckets of friends in their network â€“ and lucky you if they feel like sharing your page. Soon, the page will reach users who are not marked as your friends, who will share the page with their friends, and so on. You just realized that your page had gone to places you never thought it would reach.

Being one of the biggest economies in the U.S., Atlanta can benefit from this marketing plan. A businessâ€™s success boils down to how many people it can attract and persuade to buy its products. Traditional means of advertisement such as billboards still have their strong points; but Atlanta online marketing does the process faster. You donâ€™t want to be left behind while your rivals begin sharing their media on the Internet.

Times certainly have changed not just in doing business but in life in general. Before, business firms would put ads and spread the word about their products â€“ they are heavily dependent on newspaper or magazine companies when it comes to marketing their services; however, the power of the Internet makes advertising a whole lot easier today. Atlanta social media marketing is now marked in everyoneâ€™s checklist for a winning plan to get your company listed in the stock exchange.

Visit PewInternet.org for more information on the recent study it conducted. You can also visit Entrepreneur.com for more tips and tricks on how to become successful in selling what you sell best. Business proprietors will likely follow Atlanta mobile marketing strategies and incorporate its techniques to their business procedures to get ahead.

Article Source:
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Article Keywords:
atlanta mobile marketing, atlanta online marketing, atlanta social media marketing

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