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The Online Marketing World: a Brief Introduction to Social Media Marketing by Masako Gun

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Back in the day, social networking existed in the form of joining specific clubs to gather and share first-hand experiences regarding different leisurely activities. Many clubs were also created to forge professional alliances. Today, social networking can be summed up in two words: Facebook and Twitter. These two are currently the most popular and most widely used social networking sites among Internet users.

In recent years, the popularity of social networking sites has spread rapidly. According to a recent report released by the media and ratings company Nielsen, Americans spend 53.5 billion minutes on Facebook per monthâ€”which is equivalent to roughly, 101,720 years. The average user spends at least 382 minutes or 6.4 hours on the site, updating his status or using the site's applications. For a smart entrepreneur, these massive figures can mean only one thing: prospective customers.

If you're looking for a way to use social networking sites to your advantage, the best way to do so is to engage in social media marketing. Social media marketing is the process of promoting products or services through websites like Twitter, Facebook, and YouTube. It can be as simple as having a Facebook page or a Twitter account, or as complex as spreading viral videos on YouTube.

Social media marketing can be a pot of gold, provided that it's done correctly. The reason is that traffic automatically keeps on increasing as your ad or webpage is continually exposed to large groups of people. Users can refer your product or service to another user or even a group of users who are looking for the same thingâ€”and it's all happening for free.

Sacramento entrepreneurs are in deep gratitude to social networking sites. The city holds a huge percentage of online shoppers and these shoppers usually find products and services using social media. In fact, you can expect a bigger market in a few years as Sacramento is soon to implement Municipal Wi-Fi, meaning every resident can access the Internet anytime, anywhere. It's certainly a good enough reason to dive into the Sacramento social media marketing mix.

Before putting the pedal to the metal, remember that the social media marketing Sacramento businesses utilize are multifaceted. It is wise to get help from online marketing professionals to guide you through the virtual marketing maze. Internet marketing companies use different methods and algorithms that ensure your site or page reaches the appropriate audience.

The social media Sacramento residents use is the ideal way to reach a targeted audience. If you haven't gone with the flow, then you're consigning your business to slower growth rates and reduced profits. To read more on social media marketing, visit SitePronews.com for in-depth info.

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Masako Gun - About Author:
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