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The Social Media Revolution: Customer Gold Mine by Masako Gun

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Did you know that the roots of social media didnâ€™t start with Facebook or Twitter? The idea goes way back in the 1970s when the first email was sent from one computer to another, both sitting next to each other. It was a subtle start but it paved the way for a cultural upheaval: the social media revolution.

Snail mail still has its place in the modern world, more often than not at places the Internet canâ€™t reach. Statistics show that two out of seven people have an account in at least one of the many social media sites around the world. Social media analyst Vincenzo Cosenza has compiled the sites with the most number of registered users around the world. Pay attention so you can know where to put your ad next time.

Facebook: Blue is the new fad in social media, says Cosenza, as he points out that Facebook is the leading social media site in 119 countries. As of September 2011, this simple project turned global icon has more than 800 million registered users, with a quarter based in the U.S. alone. It translates to 800 million potential goods and services clients.

Twitter: The online bird wonâ€™t go down easily as it continues to rack up the number of registered users. With over 200 million users tweeting at any given time, itâ€™s no wonder Twitter often gets the famous â€œFail Whale.â€• Twitterâ€™s followers may only be less than a quarter than that of Facebook, b Twitter is still a customer gold mine.

LinkedIn: Take commerce and social media, mix them in a bowl with some spices, and you get a social media site designed for business. LinkedIn currently has more than 150 million users â€“ not far from Twitter. It is designed for people who are looking for a job, as well as people who are looking for people who are looking for job. This site also offers internet marketing Sacramento companies can use.

MySpace: As one of the earliest social media sites, MySpace still grows strong despite sporadic competition from todayâ€™s giants. With 125 million users, close to LinkedInâ€™s tail, MySpace is one of the earliest ways of meeting new friends online. Sacramento internet marketing techniques include maintaining MySpace accounts for access to friends in multiple degrees.

For more information on Sacramento search engine optimization and other internet marketing trends like social media, visit about.com. You can find various statistical data about every local and global social media site, as well as a colored map of whoâ€™s leading in what country.

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Masako Gun - About Author:
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