The Superheroes of Social Media!

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Over a period of time, each social networking website has come to be known for its unique personality; based on consumer expectations in content type and other functions that the website performs. As a business owner, rather than bombarding each and every social platform with content, it is important for you to assess each social tool to understand the best available options online and the oneâ€™s that will help meet your business goals best.

Before you get your web design expert to add those social plug-ins on your website, here is a guide to some of the Social Media Superheroes which will help you determine whether or not their features are a good match for your brand and online marketing goals â€“

1. Twitter â€“ The Creator of All the Buzz

With over 500 million users, this micro blogging platform is vibrant with tit-bits of information, self reflections, links, and fascinating content. While this platform thrives with opportunities for inbound marketers, it is equally difficult and challenging to stand out in the clutter.

Advantages-

Twitter has been able to effectively facilitate the generation of viral buzzes. The use of hash-tags by a group of people can have a very influential impact on Twitter based dialogues especially if the group involves famous people, brands or opinion leaders.

Who is it Right for?

Twitter is an appropriate platform for you if your business is looking for a larger audience that helps you create a viral effect.

2. Facebook â€“ The Social Butterfly

Statistically proven and undoubtedly the most popular social networking website on the internet, this website is pretty much everyoneâ€™s best friend. With a wide audience demographic signing on every day, it is unlikely that your TG isnâ€™t on it. From teenagers sharing college gossip to Grandparents viewing pictures of their grandkids, this website has been able to connect people all of kinds.

Advantages

This social platform is a great way to get into the good books of your internet audience. This platform gives you ample opportunity to engage with your followers like you would interact with your friends and leverage this opportunity to build a loyal base of fans.

Who is it Right for?

This platform is good only for brands that are comfortable with getting friendly with their friends. If you brand demands the need to be formal with your audience because of the nature of your business of industry, you must avoid getting on this website.

3. Google + - The Link Builder

Even though this social platform has had a relatively slow growth curve it has been able to exhibit its benefit to SEO experts.

Advantages

It has been proven time and again that posting a link to your pages on Google+ has resulted in a significant growth in your search engine rankings. Since Google now allows users to +1 the content that it displays on its search results, this feature has become a deciding factor on how your content and pages are ranked.

Who is this Right For?

This platform is good for any brand who wishes to gain some additional SEO support to beat the ranking competition on Google.

In addition to this, assess the benefits of other social media giants such as LinkedIn, Pinterest, and YouTube to make an unbiased decision on whether or not they truly help you meet your online objectives.

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