

# Social media presence on you website

## Social networking websites[ [edit](#) ]

[Social networking websites](#) allow individuals to interact with one another and build relationships. When companies join the social channels, consumers can interact with them and they can communicate with consumers directly. That interaction feels more personal to users than traditional methods of strictly outbound marketing & advertising.

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Social networking sites and [blogs](#) allow individual followers to “retweet” or “repost” comments made by the product being promoted. By repeating the message, all of the users connections are able to see the message, therefore reaching more people. Social networking sites act as [word of mouth](#)

. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company.

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Through social networking sites, companies can interact with individual followers. This personal interaction can instill a feeling of [loyalty](#) into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience.

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Social networking sites also include a vast amount of information about what products and services prospective clients might be interested in. Through the use of new [Semantic](#) Analysis technologies, marketers can detect buying signals, such as content shared by people and questions posted online. Understanding of buying signals can help sales people target relevant prospects and marketers run micro-targeted campaigns.

## Mobile phones[ [edit](#) ]

[Mobile phone](#) usage has also become beneficial for social media marketing. Today, many cell phones have social networking capabilities: individuals are notified of any happenings on social

## Social Media

Written by Administrator

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networking sites through their cell phones, in real-time. This constant connection to social networking sites means products and companies can constantly remind and update followers about their capabilities, uses, importance, etc. Because cell phones are connected to social networking sites, [advertisements](#) are always in sight. Also many companies are now putting QR codes along with products for individuals to access the company website or online services with their smart-phones

[http://en.wikipedia.org/wiki/Social\\_media\\_marketing](http://en.wikipedia.org/wiki/Social_media_marketing)

Visit other websites on Social media. It is important to link Social media to your website.