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# **The Usefulness Of Social Networking In Internet Marketing**

One new, and not widely used, Internet marketing strategy is use the website Twitter. It is a free and fast-growing website; you can get incredible results if you learn to use it correctly.

Every 90 days, the number of Twitter users doubles and is expected to reach 50 million by the end of 2010. Websites with statistics such as this are always good to target; the extensive user base and potential for growth gives you a large audience to communicate with.

It is worth it to learn how to use Twitter correctly. It is not a fast and easy method; there are techniques and etiquette to learn. Do the wrong thing and you can actually end up worse off than you were to begin with.

Twitter is a viral website; it takes information on a subject and spreads it like wildfire over the Internet community. People are curious and they want to know what their friends are doing. If someone tweets about something, their friend will pick it up and re-tweet it (if it is interesting) and it's a snowball effect from there.

Interacting with your followers on Twitter and giving them information and help can familiarize you with your client base. Just be sure to keep your tweets short and sweet.

This can intimidate people and make them reluctant to join you. So make sure your conversation is friendly and easily relatable to a wide range of people. Familiar topics such as pets, movies, music, and family are pretty safe.

This is a good way to get a lot of followers really fast. You are essentially using Twitter to develop good business relationships, like any other marketing plan. The number followers you have indicates how popular you are and, by proxy, how well known your business is.

Don't use social media to throw direct sales pitches. This repels most users, because they don't want to be sold anything when using a social website. It is important to get your message across without being too aggressive.

Indirectly driving traffic to your website through YouTube, blogs, and articles can be explosive ways to expand your network. Good links will be re-tweeted and go viral from there.

Aside from social marketing, the author also frequently contributes articles about [car cleaning](#) and [Lysol toilet bowl cleaners](#).

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