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Why Your Marketing Won't Thrive If Your Focus Is Social Networking

It appears like Everyone is talking about Facebook, Twitter, or some other hot new social media that's taking the world by storm. Do not be fooled! These services, although helpful for nonprofit purposes, are gigantic red herrings to anybody looking to market a product or make a buck on the web. Don't believe so? Just stay with us as we boil it down to the basics, with out any technical, fancy internet marketing tips obtaining within the way of the cold, tough facts.

What is the initial problem? Social media cause marketers to focus on the Wrong things.

Don't take this the wrong way - social networking are terrific for getting attention and making pals. But if you're assuming that one, or ten, or even a million on the web fans is equivalent to even a single convert or lead, you're banking on blind luck that probably won't pay off. Remember that social networking are designed to make you addicted to getting on the web pals via their services, and marketers aren't immune to this! Instead of frantically chasing a bigger friend list, you need to focus on an audience that you can really convert into paying clients. And that's not going to happen on anything like Facebook.

What is the second problem? 'Free' social networking aren't so free if you value your time.

Social networking attract big amounts of people primarily because of their totally free to use nature. But when you are using those providers as part of a business or profit-earning project, your time is valued differently. Learning how you can get consideration in social networking takes a great deal of time, even much more than it used to since there's so a lot competition to deal with. Bottom line, you'd earn much more by spending less time with a fee-based technique than a time-consuming 'free' marketing campaign.

What's the third problem? Social media compartmentalizes your advertising efforts.

Although well-liked and efficient in their own way, social media don't bring everybody together. There's little compromise; either you're 'in' or you are 'out,' and if you're focusing your campaign on the 'in' people then you are leaving the 'out' people.!!!. well, out! More standard advertising strategies like simple banner ads will avoid this due to wide distribution not shackled to a web site. Even hiring a advertising company like SEO Indianapolis will get you much better broad visibility.

Before you waste hours of your valuable time and energy on Facebook, MySpace, Twitter, or one of their kin, stop. Think about what you've learned here these days. And think about how any random George Brown review probably has much more real advertising information in it than any on the web social media campaign. Your wallet will thank you later!

You shall find some great [internet marketing tips](#) and some well known [Indianapolis SEO](#) firms. These steps will help you to become obsessed and stay on top of your own search engine optimization.

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