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# **Is social internet marketing really effective or could it be just another hoax?**

Social media marketing has been growing a lot nowadays - Facebook already has more than 500 million users - and because of this, internet marketers should also begin to show some interest. Now, the internet is the most influential medium at all, beating newspapers, Tv and radio easily. But could it really be used to drive traffic, increase search engine rankings and overall increase the success of a web-based marketing campaign, or could it be really just a total waste of time?

To comprehend that, we first need to know very well what social networking is all about. Basically, it is about communicating with your friends. Allow me to explain this with the example Facebook. If you use Facebook, you can become virtual friends with people you know in the real world, but you can also meet people you didn't know yet. Facebook is applying social circles for that, which means if you know 2 people, and people 2 people both have a friend you did not know yet, Facebook will suggest additionally you include that person to be a friend.

Social networks are especially useful if you wish to stay in contact with people who don't live in your area. There are many ways to communicate, so you could for example write on a person's wall, which is fundamentally a open public message area - both your friends can easily see that which you write. In the event that's too public for you, you might want to private message anyone, where no-one can see what you are writing. Additionally, you have the possibility to chat with the built-in chat client that Facebook offers. But there is more to Facebook compared to the normal social networking possibilities - there are numerous games you can play and items to participate in.

Twitter however is an extremely basic platform with much less things you can do - you are able to follow people and people can follow you, if you want to you will find the option to send someone a personal message. Twitter is principally being used as an online info collecting tool, it's extremely useful when you want to remain current with information, technological innovation and anything else.

Both of these platforms offer unique the possibility to find new customers, or rather - found by customers. Because if you wish to use these social network sites, you have to understand one thing - it is not about selling your product or service. Many marketers have made the error of trying to sell their items directly. This is exactly the reason why many people say that social networking sites aren't effective for marketing, because they have tried it the wrong manner.

Rather than directly selling your product or service, it is important that you simply invest right into a relationship together with your potential [princess cut engagement rings](#) buyers. Social platforms really are about building positive relationships even as a business. If you are able to construct positive relationships with potential customers, that can be invaluable for your reputation.

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