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# Using Social Media For Internet Advertising

We are not talking about buying ads on Facebook here, even though that is a great idea too. One of the best parts about social media is that it is a free way to reach a large number of interested, engaged customers and tell them all about the great products and services that you have to offer.

First of all, let's discuss why social media is so great for internet advertising. The primary advantage that social media has over other forms of communication-such as, say, television advertisements-is that you can be sure that the people you are talking to are actually interested in your products. They chose to follow you, so you know they want what it is that you're selling.

Secondly, social media offers real time metrics that will tell you how many people you are talking to, where they are located, and what they're saying about you. When you once had to shell out for an expensive market research agency, you can now figure out everything that you need to know with a few clicks on your keyboard.

Social media is a practical godsend for internet advertising, and its applications are pretty much limitless. So, let's go through the most popular social media applications and discuss what would be the best ways to use them in order to make sure that you're doing the best you can to hype your products.

Facebook: Facebook works best as a fan page with information that has some staying power. So, if you have a sale or a contest that's going to last for a couple of weeks, you should tell your friends online all about it. If you have information or some pictures, this is a great place for it too. Facebook is also great for establishing a community of fans that can talk to each other about your products. This way you can have your fans advertise for you!

Twitter: Whereas Facebook tends to hang out for a bit, Twitter updates come and go pretty quickly. If you have more timely information, or perhaps a one day sale, Twitter is the best place for you.

YouTube: If a picture is worth a thousand words, then a video is worth a million. If you don't have a YouTube account, I would suggest starting one. YouTube is a great way in order to really make a connection with your customers.

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