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Social Media...Is 2013 your year?

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Social media is the future! Yeah, yeah, we have heard this statement a thousand times over the course of the last two years. Well it proved true because now is the future and social media is here to stay. With more users joining monthly and social media budgets rising, emphasis in 2013 is to create, monitor and strengthen each company's individual social marketing efforts.

Twitter, LinkedIn, and Facebook are the top three used social media platforms. Facebook is continually expanding with advertising options, Twitter users are generating 175 million tweets per day, and LinkedIn is allowing you to reach business professionals everywhere. Create transparency with your clients, customers, and colleagues, by providing the opportunity to share your photos, news, and feedback. Using these top three platforms will create a buzz for your company. They can be used to raise awareness about your company's work performance and philanthropic events.

Are you still not using these platforms to reach a greater audience? You should be. The strength in social media is the referral traffic it can bring to your website. Remember that investment you made to allow internet users to find more information about you, your company and its services or products? This is a great way to back up that investment by driving traffic to your calls to action on your website or a landing page with engaging and creative posts. If you blog about industry related topics then sharing through social media sites such as twitter and/or linkedin should be a must or after you read this your next stop. 2013 is your year to get the buzz going with social media.

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