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Social media marketing tools – what are the right ones for your small business? by [Wsiworld](#)

Article published on August 1st 2012 | [Internet Business](#)

The popularity of social media has exploded with new social media marketing tools emerging each day. With all the different social networks available today it is not only impossible, but also unwise to try participate in them all. So how do you know what networks are right for your business?

How much time do you have available?

To have a social media presence requires time and effort – as a business, you need to decide how much time you can devote to a social media service.

Why you should have a company blog

A blog is a simple, effective and inexpensive social media marketing tool that you can use in your business without large investment. If you work actively on your blog, you can establish yourself in your industry and get your name out there. With a blog, it is important to remember that you need to update it regularly – you will not get the results that you are looking for if you do not.

Look at the most widely used social media marketing tools

If you look at information on usage statistics, the most widely used platforms at the moment are Twitter, Facebook and LinkedIn. There are a multitude of other platforms which can be extremely useful and you should consider those. For example, Pinterest is one of the fastest growing social media sites. It is a visually based application. If you run a professional make-up service, this is one network you could consider.

Start with one social media network

If you are a small business and do not have the time to dedicate to multiple networks why not try one of the available social media tools and see how it works for you. In addition to your blog, you could try a Facebook page for example. Once you have experimented with the resource, you can think about trying another one.

The world of social media is constantly changing. It pays to get the advice of a professional company that can assist you with a strategy and help you decide which platforms you should be on.

If you are looking for a professional company to assist with your social media marketing tools, WSI specializes in providing professional and effective social media marketing services. Speak to us about getting the right strategy in place to get the results that you are looking for. Visit www.wsiworld.com for more information.

Article Source:

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WSI is the world's leading Internet Marketing & Online Promotion service provider offering SEO, SEM, PPC, web development, social media marketing, mobile marketing and other internet marketing services to suit the needs of multiple industries. The company has the world's largest Digital Marketing Consultants' network with its head office in Toronto, Canada. WSI Digital Marketing Consultants have helped thousands of small and medium-sized businesses realize their online marketing potential. WSI Internet Marketing offers world class digital marketing services for businesses across the globe. Contact your local WSI Consultant to learn how your company can effectively leverage social media marketing. Visit <http://www.wsiworld.com/> for more information.

Article Keywords:

Social media marketing tools, social media marketing strategy, how to use social media, which social media to use, which social media marketing tools to use

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