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Social media marketing and mobile web design are critical for the present businesses by [Maryparker](#)

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Although social media marketing and mobile marketing require completely different skills, the concepts go hand in hand. Both social media marketing and mobile marketing are personalized marketing strategies that make the campaigns very personal for the end users. Hence, if a company decides to go for social media marketing they should also opt for mobile marketing. There is no logistical issue with this because there are specialists that can do both the jobs – create a social media marketing strategy for the organization and also do the mobile web design for it.

Think of some of the most popular websites in the world. The names that will come to mind are Facebook, YouTube, Twitter and LinkedIn. Together these websites capture most of the Internet population worldwide. Advertisements on these websites have tremendous visibility. And the best part of social media marketing is that a single ad can be displayed on all these websites. Once an ad becomes popular it is shared between friends and thus catches on like wildfire. And when so many people watch the same ad it is quite natural that some of them are also going to click on it and look at the product or service promoted.

As far as mobile web design is concerned, there are some very specific points that need to be kept in mind. The first point of note is that the screen size of a mobile phone is way smaller than a laptop or desktop screen. The second point of note is that one cannot have a very byte-heavy website for mobile phones because it will take ages to download. The third point is that the mobile web design should be done in such a way that the user gets to see the most important aspects of a website without having to browse. For all this to be achieved, special technical expertise is needed that only professionals in this space can provide.

After the mobile web design has been completed it can then be marketed through social media marketing or mobile marketing. The advantage of both these forms of marketing is that they are totally personalized. People consider their social networking accounts and their mobile phones extremely personal. So, when they see some ads in these spaces they are bound to take note of them. And since it is very likely that they are only going to click the ad link if they are interested, both social media marketing and mobile marketing bring in totally targeted customers.

Social networking websites and smartphones are ruling every country in the world now. If you can have a successful campaign running in these two spaces you can really get huge returns. If you have noticed, most of the well known businesses today are buzzing with the concepts of social media marketing and mobile marketing. Even those websites that have massive number of visitors are getting their mobile web design done. Social media marketing and mobile web design are for the future and they are going to stay with us for quite a while.

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a [Social media marketing](#) and mobile marketing through a [mobile web design](#) are absolutely critical

in today's business scenario. Hire a professional partner for these jobs and you can have your total ad campaign based around them.

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