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Business marketing through social networking is the latest trend adopted by world over companies for their lucrative online presence. Google, Face book, Twitter and YouTube etc are some of the demanding social networks, where everyone is interested to open an account. Here we are discussing the importance of the social networking sites in the strata management services.

**Social media is present everywhere every time**

Nowadays people are spending millions on social networking because they know the power of social media for their business. You can check in almost every site you can find these social networking logos, such as Face book, Twitter etc to share your link with them. Whether it is advertisement, Television ads for printed material ads everywhere you can find social networking logos. Today all the celebrities and political persons are also taking help of social networking sites to clear their image and to be connected with mass. Like this your strata property will also get benefits through social networking. It will help to get good recognition around the world.

**Social network will stay connected**

As a strata management firm, you can work on your property based social media revolution and can turn the result according your focusing point. You can use number of tools for your strata property investment. Through blogging and posting to different blogging zones will provide valuable connection with other strata property firms. You will be aware with others' services and can promote your ranges of strata community services to others. There are many sites where you can create your own personal account various social networking sites such as Face book, Twitter, LinkedIn, Active Rain, MySpace and Real Town etc and can maintain your own blogs within it for better promotion.

**Social networking and social media differences**

Unlike social media, social networking is not impersonal. It is specifically consists of personal interactions where as social media is quite different and it as open share media. Anyone can come and visit you and be in touch with you. Both social media and social networking are present from a long time but social media is essentially used to broadcast your message to your audience without the personal interactions. Social media specifically used for video images, sounds to communicate your message to your audience. At social networking sites you can interact with friends and associates every day. Through these tools your can make groups and share your interest with them. Same thing you can do with your strata management service. You can make groups regarding various ranges of strata community services. Can share similar interest with number of groups and can know more new things and upgradation from your groups throughout the world.

**Help to build your brand image**

First create your strata property accounts in various social networking sites and create your groups by connecting your friends, associates, colleagues and prospective strata property buyers, potential clients etc. Create you business page in every social networking such as in Face book, LinkedIn, Real Town and Active Rain etc. Among all Real Town and Active Rain are specialized for property business and real estate networking tools. After creating your active profile you can give one hour in a week or twice a week for your strata management services.

## Include your all strata property services

Along with you social networking services you can add social media to increase your brand recognition. Add new techniques like You Tube videos in your strata property marketing for useful purpose. Prepare a powerful user friendly and seo friendly atmosphere by merging both social media and social networking services. Integration and user friendliness keys are becoming boosting factors in social technology for your strata management services.

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Chris Whelan is Licensed Strata & Community Manager at Whelan Property Group Pvt, Ltd, has years of experience in the marketing and trading strata property industries. His online and offline knowledge regarding [strata management](#) makes him a great resource for a [strata community](#) dealings.

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