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The magic formula to social media marketing and seo by [Abhay](#)

Article published on March 27th 2012 | [Web Design](#)

As you may have already discovered, there is no magic formula, and there isn't only one way of doing things when it comes to successful social media marketing. However, staying up on trends, and being prepared to shift your strategy is one way to keep on top of the game.

Being able to go with the flow, and to put in continual effort, you will see good things happen. Cross-channel marketing is fast becoming a vital component.

By now most businesses have heard the call for creating content. But having static content on your site and hoping it will be found is not going to cut it in the current online marketing world. As search algorithms change, fresh, new content is needed, and that content needs to be shared socially.

Posting links to your site on Facebook and Twitter is standard practice for many successful online campaigns. Think further though, would posting an image on Pinterest that links back to your site work for you? Is Google+ the place you need to be now as it grows in popularity? The more sites you utilize that align with your offerings and messaging, the faster your content will spread. It's those shares, reTweets, re-Pins, and links that alert search engine crawlers.

Look at these numbers from Entrepreneur for 3 sites rapidly gaining in popularity. Sometimes it's good to follow the crowd. Go where the users are, and if they're a match for connecting you and your targets, then get on board.

Google+ This site grew to 25 million global users in less than a month, and now claims more than 70 million registered users. It took Facebook 3 years to hit that number, and it took Twitter 33 months to reach 25 million users.

Pinterest The online pinboard saw an increase in time spent on the site by 512% to 72 minutes on average.

Tumblr The "easy blogging" site reports users spending 42 % more time there than in the previous year.

Giving your content room to spread by utilizing social media is a key strategy, but it won't work well if you simply push content out on every site you can think of with any message. You're not likely to get your links shared if the channel you're on isn't being used by your target audience. It certainly won't get shared if your message is inappropriately crafted for the site.

If you have any doubt about the need for utilizing inbound channels for marketing, then consider a recent Hubspot report. Marketers were asked which sources of leads had become more important to them in the last 6 months. The response showed social media and organic search engine optimization at the top of the list with a 62, and a 52 % rating. After all, while creating good customer relations is a good thing, it's the leads you need to focus on to make sales.

Be smart about your messaging and where you place it, and you can inspire sharing that will drive traffic to your site, foster relationships, and make the conversions you want.

It's a video reminder of some do's and don'ts for social media from Entrepreneur.

How many social sites is your company utilizing, and are you developing targeted messages for

each one? For more on using social media to improve your SEO, contact us today.

Article Source:

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Article Keywords:

seo company atlanta, Atlanta Web Design Company

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