

Small Enterprise India Tech Desk



Networking through Social Media has become a hot trend for both personal and professional matters. Thanks to the giant leap of Internet Technology, making the 'tech' life of people more creative and result oriented. Nowadays, building and using business blogs have become a standard practice for many marketers in order to avail the optimum use of Internet. With the growth in popularity of online social sites many have begun using these communities as their primary marketing platforms.

Here are the four reasons why you should consider using social media/social sites for better business prospects:

1. **It is spontaneous:** Your web site reaches to tens of thousands of people in a smart way without the constraints of time. Thanks to the digital era. Anyone, anytime can access your website via mobile, internet etc.

2. **It's user friendly:** If you know the art of how to increase web traffic by various means, you can best use the social communities to re-direct traffic to your website. Social media traffic has an edge over SEO traffic as for the latter, you have to pay high fees. Besides you can control the social media traffic through strategic marketing.

3. **It's cost effective:** Social media provide you with scores of links which you can use for your benefit. You can grab these links from various social communities for free!

4. **It's flexible:** Social media optimisation and marketing is usually community-specific. So there will not be any interference for other ways of getting traffic to your website. It can fit perfectly with an advertising campaign targeting other websites or search engines.