

Business Promotion Techniques and Best Practices on Social Networks

By [Joseph Kelly](#)

So you've decided that social networking is the right thing for your business. Welcome to the world commonly referred to as web 2.0.

Now that you are on board the marketing revolution it's important that you think about how you are going to approach others. A lot of businesses are at first perplexed at how to interact with people online and end up trying to use traditional methods of promotion on the social web. And it's entirely understandable.

For a lot of people the world of blogging and social media is in every respect a new universe. It helps if you have someone on your team that's got experience with their own blog or online communities but it's not a necessity. There's nothing to be afraid of. You'll be surprised with how quickly the right approach and mindset can launch you successfully into the web 2.0 world.

Marketing in the web 2.0 world needs a different approach than the one used offline. Shouting your name at the top of your voice online is more likely to be ignored than gain any attention. You need to discover the right practices and techniques that suit your business when it comes to marketing it.

I've got a couple of tips that I would like to recommend when approaching web 2.0 promotion.

1. Do not just talk **at** potential consumers, converse **with** them.
2. Give consumers a reason to participate. Create an interesting discussion or group to get people talking.
3. Listen to, and join the conversation outside your profile. This can show you as a good and helpful community member. People respect this and are likely to your profile to see who you are.
4. Resist the temptation to sell, sell, sell. It's important to get the right balance between promotion and community contribution.
5. Don't spam. You wouldn't approach a person on the street without saying hello and start shouting at them with offers of 25% offer, so don't do it online either. This approach is likely to do more harm than good.

The blogosphere and other online communities are all in all a friendly bunch of people, so if you respect them they will respect you. By engaging with people in a helpful and friendly manor you are going to draw people to your profile page and from here you can hopefully turn this visit into a sale. Try make your page as easy to navigate and informative as possible in order to make the user experience a pleasant one.

When you actually get a user interested in buying a product that you offer, remember that the process is not over just yet. If you don't have an easy to use and easy to understand payment system then you are highly likely to be a big victim of the funnel effect. The

funnel effect describes the way in which you can lose potential customers as they navigate through your payment system. It's common for businesses to lose as much as 80% of the people that actually begin the process of buying an item. There are a number of factors that contribute to this loss of business such as complicated layout, too many steps in buying a product, loss of interest in the product and misinformation on pricing. It's extremely important that you get this process right and limit your vulnerability to the funnel effect.

Online marketing is an excellent choice and when executed correctly your business will reap the rewards. Remember to be professional, be smart and always remember that your here for business.

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