

Top 3 Social Media Sites Today and Why You Should Be Using Them

By [Alexander Alaric](#)

What YouTube, Twitter and Facebook can do for your business.

With the advent of the computer, no greater advancement has taken place in social media marketing than with the three best examples: Facebook, Twitter and Youtube. These three programs together have captured the market and made it possible for their own sites to be used for those who are interested in online marketing in a dynamic way and free. With interlinking between them it is possible to move easily back and forth between them, using each of their features as a way to link to programs and sites, drawing interest for anyone searching the Internet to you.

Facebook can be used in the social media marketing area so easily because it is a place where people gather for fun, talking, and learning. When a person has a membership, he or she is able to put whatever information they desire about themselves on their own page. This is a great opportunity for marketing because all the demographic data is there for you to target. Another strategy is to put links to web pages and blogs on the Facebook page to draw traffic to the products the marketer wants to promote. The member can use the Facebook page as a site for explaining products and services as well and just invite people to join your FB page.

Twitter is a tool that is absolutely sweeping the world in popularity, everyone who uses the system can advance their place in the market by using it as a means of drawing traffic to their products and websites.

I just saw a stat about twitter that 30% of the active users are posting links of interest.

Twitter is a fantastic means of getting information out about your promotions. Campaigns can include a push on twitter to get the most activity possible moving toward yourself and causing interest in your sites to grow.

Youtube has been around for a longer period of time than Twitter or Facebook in social media marketing but it has lost none of its popularity. In fact, the use of Youtube has increased phenomenally with people involved in online marketing using it to promote their own programs and products.

Video is the most powerful marketing medium other than face-to-face communication. That's why infomercials and product demos exist and are so profitable.

Best of all YouTube is now the #3 visited site in the world and the #2 search engine behind only Google who owns YouTube anyway!

Building a program and offering it on Youtube allows you to become widely known as people seek out your services. Another great opportunity is using Youtube as a way to

provide testimonials about your products and sites so that seekers may become confident in your system or products. Nothing works better than peer recommendations when people are looking for products they need and want.

Facebook, Twitter and Youtube are exceptional options for social media marketing because they offer all of the features that make use simple. Anyone with any experience with computers at all can join these programs and begin using them for their own online marketing program. Since they are so popular, they provide a ready stream of interested people for your campaign which can't be had anywhere else as easily as these.

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