



Article by Steve Crozier - Channel Media Creative - A web design agency based in Bracknell Berkshire.

Social media marketing (SMM) is one of the hottest topics in online marketing. As well as being a great way to communicate about your products and services, it's also an excellent tool for SEO.

Clever use of social media won't just increase awareness of your company and the products and services you offer, but also help to build your credibility and attract new business and sales.

Here's a quick run-down of some of the top tools to consider:

Blogging

Writing a blog is a great way to showcase your expertise as well as communicating details of new services, product releases and hot topics. A blog not only drives traffic to your site but also helps to keep your content fresh and current – popular with Google and visitors alike.

Twitter

Twitter is an excellent tool for marketing.

If you're launching a new service or product you can announce it on Twitter. You can even use it to draw traffic to new blog posts. If people like what you're saying they will sign up to follow you and 'retweet' your content, increasing your reach even further.

Using Twitter is also an excellent way to build awareness of your brand and to develop your business network with minimal effort.

Facebook

Facebook is still growing in popularity and can prove to be a valuable promotional tool. It's recently overtaken YouTube to become the second most visited website in the world (not surprisingly Google scoops top place).

In addition to your own personal profile you can set up a Facebook page for your company, or even specific products and services you offer. Inviting people to become 'friends' and keeping in contact with regular updates will help to build up an infectious buzz.

You can also use Facebook for highly targeted advertising. For example you can specify a target audience by geographical area, age group, interests or even employer, so your ad will appear to relevant people when they visit Facebook. This can be a surprisingly effective way to build brand awareness and drive traffic to your site.

YouTube

YouTube is definitely worth considering. Video is an instantly engaging way to convey messages. Interesting video content quickly becomes viral, as people share it with their contacts.

As YouTube is the world's third most visited website, uploading a video with a link to your site is a fantastic way to attract traffic. The in-built analytics tool, Insight, provides valuable statistical data about the people who have viewed your content.

You can also add YouTube video content directly to your website. As Google ranks video content highly this will help enormously with optimisation, as well as making your site more dynamic and interesting.

We produce web video content for our clients, including video testimonials, upload it to

Posted by Steve Crozier

Created on Tue 03 May 2011 14:48 - Last updated Thu 13 October 2011 15:04

YouTube and integrate it into their own websites. Small business in particular are finding that this presents an unrivalled opportunity to develop awareness of their brand among a wide and varied audience.

Hello Profiles

Not content with helping our clients exploit existing social media channels, at [Channel Media Creative](#) we've set up our own.

Hello Profiles are super-optimised personal web profiles that act as a portal for all your other social media profiles. They're designed to actively boost your online presence by increasing the Google ranking of the pages they point to.

You can see an example of a ["hello profiles" personal social profile here](#) .

Making your website more social media friendly

To really make the most of social media's marketing potential you should consider making your website more social media friendly. For example you could:

- add a blog and promote it through Twitter
- incorporate live social media feeds
- add social media buttons
- encourage visitors to share or bookmark your content
- and invite people to repost articles you've written on social media sites.

For advice and assistance with any aspect of social media marketing or to enquire about getting your own [Hello Profile](#) , please feel free to contact us by using the [contact form here](#), or at info@channelmedia.co.uk