

Social Media Marketing



Social Media Defined

What is “social media” or “social networking” in relation to the Internet? It is essentially any site that has functionality where a user can socialize and interact with others. The ability to network online with individuals, join special groups of interest, comment on specific content, products or services, and upload or generate your own content are just a few of the characteristics of social media and networking sites.

Some of the most popular sites include Twitter, Facebook, Instagram, LinkedIn, Pinterest and YouTube. However, it does not stop there as the list of social media sites is nearly endless with new ones coming on board all the time.

In similar fashion to search, social media and networking sites offer companies both large and small new ways to attract business as well as interact with existing customers. There are opportunities to build your brand, attract and convert new customers, network with other businesses in your niche, interact with the public at large and even help manage your company’s online reputation.



What We Can Do for You

Whether you need full management or some simple “hands-holding,” we can help you determine which social media sites will most benefit your type of business and define the specific goals you want to obtain from a social media marketing effort.

The benefits that are derived from a social media marketing campaign will depend largely on the industry you are in as well as the specific marketing goals that are laid out. We will work closely with you to develop the very best strategy for taking advantage of all that social media and networking sites can offer.

NEED A QUOTE ON SOCIAL MEDIA MARKETING?

Are you interested in discussing Social Media Marketing options for your company or have additional questions not answered here?

Call us today at 602-715-2100 for a free, no obligation analysis of your project.
Or visit <https://www.searchrank.com> for more info.



About SearchRank

Founded in 1997, SearchRank is an original search and social media marketing company that is based in Phoenix, Arizona. We provide strategic search engine and social media marketing services for Fortune 500 companies, international businesses, small businesses and entrepreneurs from just about every type of industry.

SearchRank's primary goal is to build long-lasting business relationships by providing a superior service over our competitors. We will work diligently to obtain top visibility and increase return on investment for your business without resorting to unethical marketing techniques that some SEOs and SEMs use today. The end result - you will enjoy a long-term improvement in web site visibility, increased brand awareness, continuous flow of new sales leads and more revenues.