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Social Networking Sites: What They Can Do for Your Business by [Staci Burrue](#)

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Social networking sites have revolutionized how people make, maintain, and even terminate relationships. People can interact with friends on the other side of the globe with just a click of a button and a couple of keystrokes. Networking sites also provide a great opportunity for businesses to make themselves more visible to their intended markets.

It is fairly common knowledge that businesses need to advertise; without a strong brand presence, a business is almost certainly doomed. Advertising is thus geared towards attracting more customers and building a customer base to sustain the business. A company that fails in its advertising efforts might as well be invisible to the general public.

With this in mind, businesses strive to create an online image that provides an effective means of connecting with their intended market and which serves to reinforce its identity in the eyes of the public. In this regard, the popularity of social networking sites and other forms of online media such as Facebook, Twitter, Google+, and YouTube has opened up a lot of new venues for companies to market themselves.

Multinational companies and even well-known personalities have come to recognize the importance of social networking sites in building a successful public image. For example, a company that posts details of its products on Twitter can interact directly with its customers, giving them a more personal feel of the company behind those products. Visibility on networking sites also promotes name-recall, which is essential to brand management.

Local online marketing can be useful to both small and multibillion-dollar businesses. Some companies even offer packages based on what size your business is. Small businesses can opt to use a package that increases their visibility online through search engine optimization (SEO) and other techniques, while professional companies can have complete social media marketing packages that markets the company all over the Internet.

Local SEO companies that provide consulting services can be called in to help businesses with their online marketing efforts. The needs of the business would have to be gauged first to determine what strategies can best enable the businesses to emerge as one of the top results in local searches, for example, or to improve the company's visibility in social networking sites where most of their target market can be found.

The importance of social networking sites to businesses today should not be underestimated. If you want to learn more about internet marketing or local SEO marketing services, you can check out [Marketing.About.Com](#) for more information.

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