

Social Media Marketing - 3 strategies for growing your business.

Social media marketing in a nutshell is a way to promote your business online using social networks and channels. Social Media marketing is proving to be the most powerful way to build your brand, gain social credibility, and make money.

Keeping this in mind, here are 3 ways to use social media marketing to grow your business.

1. Blogging is a very strong way to combine various forms of social media marketing all in one place. If you do not have a blog you are losing ground to your competitors who do.

2. Social Bookmark your blog posts to create traffic from social directories and as search engine bait for search engine traffic. Be sure and use a quality blogging platform such as blogger.com. Social bookmarking gives you a way to get links back to your blog very quickly & gain social credibility. You should be bookmarking to social directories such as Technorati, Digg, and Stumbleupon.

Also go get a **Twitter account** and twitter is quickly becoming a great way to drive traffic to your video, blog, or website . Twitter is fast becoming one of the top social sites online to gain major exposure. You can follow me at:

<http://www.twitter.com/transitionman>

3. Video sharing sites such as YouTube are becoming a favorite way for bloggers to add some excitement to their blogs, but it is also much more than that. Many bloggers are also easily creating videos and putting them online on their blog. This is a very powerful form of social media that is giving your visitor what they want. Many people are a product of the TV generation and like to learn by watching as opposed to reading.

There is much more I could say about social media including social networking in places such as FaceBook, linkedin, and many others. The bottom line is making money online & offline via social media marketing all comes down to you educating yourself about the social media, investing educational materials and taking action every single day to implement a social media tactic.

Johnny Campbell- The Transition Man.

For a free report on “How to use Social Media Marketing to grow your business”

Go to: www.socialmediasalesreport.com