

## How Social Media Marketing Can Use Google Caffeine to Get Results

*Tests are showing that Google Caffeine will have a profound and positive impact on Social Media Marketing strategy in 2010.*

**Online PR News – 20-January-2010** Independent tests are proving that Google Caffeine and its 'Real Time' search feature is going to have a positive and profound impact on Social Media Marketing Services in 2010. Examples of the approaches that a well planned Social Media strategy can use to enhance their Internet Marketing efforts include the following.

Increasing website traffic-

Using Blogs and real time articles that are content rich, keyword enhanced, and best target your potential market. Taking advantage of SoMed platforms like Twitter and Facebook to distribute innovative and newsworthy messages.

Creating greater Internet Visibility-

Finding high profile Twitter users that are interested in your area of expertise and mutually partnering with them to distribute material. Making sure your content contains inbound links whenever possible.

Enhancing visitor experience and website content portability-

Providing key content in a simplified and segmented manner so that it can be easily shared. Keeping your website content fresh, up to date, and include 'breaking news' whenever possible.

For an example of 'breaking news' as it pertains to Google Caffeine visit the Irbtrax website below the Media Information section of the release or view:

[Irbrax-GoogleCaffeine](#)

For more information on the impact of Caffeine on Social Media read:

[Google-caffeine-real-time-search-increases-value-of-social-media](#)

About: This release was created by Irbtrax and Social Media enhanced by [www.Onlineprnews.com](http://www.Onlineprnews.com) Irbtrax provides specialized Internet Marketing, Search Engine Optimization, and Market Research Solutions for businesses seeking a competitive advantage. Including optimizing your Web Marketing efforts for Google Caffeine and using traditional methods in non traditional results oriented ways. After all, being cutting edge is good, but being leading edge is far better.

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