

## Social Media Marketing Strategy Already Benefiting From Google Caffeine

***Studies are already proving that a well planned Social Media Marketing Strategy can benefit tremendously from the Google Caffeine update.***

**Online PR News – 28-January-2010** An independent analysis is already proving that a well planned social media marketing strategy can benefit tremendously from Google Caffeine enhancements. The much anticipated 'Real Time' search feature is already being exploited by savvy Social Media Marketers with great success.

Google Caffeine's 'Real Time' feature, among other related endeavors, displays live Twitter feeds for the keyword phrases being searched. It's been compared to an Internet version of an electronic billboard news feed in the middle of Times Square. With one major difference. No one knows when it's going to be functioning or for what exact keyword phrases. However, it has been witnessed on many occasions in SERP's pertaining to 'Social Media'. Which is not only ironic, but makes good business sense from a Google perspective.

The quiet success that's being attained involves two key elements:

- Learning your businesses most valuable keyword phrases.
- Researching them to determine if they are being featured in 'Real Time'.

With the above knowledge a pro-active social media marketing strategy can double its results for the same time and effort most put into the standard use of Twitter. Once again, Google is proving that enhancing user search experience ultimately benefits those who rely on the Internet to market their products or service.

For information on other ways to optimize your SoMed campaign under Google Caffeine read:

[How-social-media-marketing-can-use-google-caffeine-to-get-results](#)

To learn how you can optimize your web marketing efforts under Google Caffeine browse the fully displayed website attached below the Media Information in this release. Or visit:

[Irbtrax.com/GoogleCaffeine](http://Irbtrax.com/GoogleCaffeine)

About: This release was SEO and SoMed enhanced by Irbtrax in cooperation with 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.

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