

Google Caffeine Already Helping Social Media Marketing Strategies

SEO firm monitors Google Caffeine 'Real Time' for several keyword searches and finds leading companies are incorporating targeted Twitter campaigns.

Online PR News – 02-February-2010 SEO Internet Marketing firm monitors live 'Real Time' search results for a select group of keyword phrases and finds leading Social Media Marketing companies are incorporating targeted Twitter strategies. [Irbtrax SEO Internet Marketing](#) forecasts a tremendous surge in the use of Social Media Marketing services as an effective Internet Marketing strategy once the value of Google Caffeine's 'Real Time' search is fully realized.

'Real Time' search is a feature within Google Caffeine that provides up to the minute announcements from Social Media sites and news feeds. According to SEO Internet Marketing firm Irbtrax Google 'Real Time' search results will also have a tremendous trickle down impact on the many Social Media platforms and practitioners positioned to take full advantage of this leading search technology.

The benefits of Social Media Marketing as a strategy that are emerging from Google Caffeine include but are not limited to-

'Real Time' new product or service announcements

Using 'Real Time' announcements to generate website traffic

Ability to create wider Internet visibility and enhance Branding techniques

Helping create inbound links through redistribution using a different 'channel'

For more information on Google Caffeine and its impact on Social Media Marketing visit the [Irbtrax Caffeine Updates](#) page in the website displayed below the Media Information of this release and read:

[Google-caffeine-inspiring-social-media-marketing-strategy-revolution](#)

Irbtrax SEO Internet Marketing founder Scott Moir, who has personally monitored Google Caffeine's 'Real Time' search focusing on three high impact keyword phrases states-

"There's no doubt it will contribute to a variety of new marketing possibilities. However, based on what I saw it appears many companies are still taking a wait and see approach instead of being more pro-active."

About: Irbtrax provides specialized Internet Marketing, Search Engine Optimization, Public Relations, 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 ways.

Release was SEO, Social Media, and Google Caffeine enhanced by Irbtrax in cooperation with www.Onlineprnews.com

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