

Facebook vs. Twitter For Business: Social Media Marketing Strategy Study

Image Gallery



SEO Social Media Internet Marketing Solutions

SEO Social Media firm compares the business and entrepreneurial benefits of Twitter verse Facebook from an Internet and viral marketing perspective.

Online PR News – 02-March-2010 SEO Social Media Internet Marketing firm analyzes Twitter and Facebook to determine which Social Media Marketing strategy or platform is best for businesses and online entrepreneurs. The analysis focuses on Twitter and Facebook strategies from a Viral Marketing, Business to Business, Business to Consumer, and niche marketing perspective. What follows is an extremely condensed version of the original study.

To view a release that contains the details of parts one, two, three and four of this study visit:

<http://www.onlineprnews.com/news/30315-1271088215-social-media-marketing-strategy-study-twitter-vs-facebook-business-applications.html>

To view a release that focuses on the Mobile Media Marketing benefits of Twitter and Facebook visit:

<http://www.onlineprnews.com/news/33823-1272830670-mobile-media-marketing-twitter-and-facebook-benefits-analysis.html>

According to Irbtrax SEO Internet Marketing founder Scott Moir who's firm engaged in this study- "The intention of this study was not to declare which is better because they both provide invaluable Social Media Marketing benefits. The goal was to try and determine which platform was the best fit for a particular business application or niche."

<http://www.Irbtrax.com>

The 1st category focused on Traffic and User metrics including but not limited to the following:

Facebook US and Global traffic ranking: 2

7 day Average daily time on Site by Users: 32.2 minutes

Twitter US and Global traffic ranking: 12

7 day Average daily time on Site by Users: 7.8 minutes

Irbtrax declared Facebook to have the advantage due to its sheer size, traffic volume, and metrics such as Time on Site.

The 2nd category involved a comparison of both platforms as an online destination for potential clients in the Business to Consumer market.

Facebook was declared to have the advantage because its format allows for the inclusion of photos, detailed information, multiple outbound links, videos, and other business to consumer applications. Facebook also facilitates the building of a large network of followers in the shortest amount of time to help market a consumer product or service.

The 3rd category involved a comparison of both platforms as an online destination for potential clients in the Business to Business market.

Irbtrax declared Twitter had the advantage because the study indicated it provides more Viral Marketing flexibility while requiring less followers. Viral Marketing is a core business to business social media application for service recognition and other benefits. Popular industry related Tweets are redistributed creating a domino effect even if you don't have thousands of followers.

The 4th category involved a comparison of their market research benefits.

Twitter was declared to have an advantage because its search features can be efficiently used to monitor what people are saying about your company, service, product and even your competition. Twitter is also effective for tracking increasing or declining trends.

The 5th category involved a comparison of internal Viral Marketing benefits.

Facebook was declared to have an advantage because it's much easier to build a larger following. Additionally, Facebook's community 'wall' feature is much more interactive than Twitter's internal communication features.

The 6th category involved a comparison of external Viral Marketing benefits

Twitter was declared to have an advantage because it has greater external Internet reach. Google's 'Real Time' search feature often streams live tweets. Additionally, a comparison of the number of Tweets an independent article/release receives verse the number times they are shared by Facebook accounts appears to strongly favor Twitter.

The 7th category involved a comparison of using each platform for direct Internet communication.

Facebook was declared to have an advantage because it has an instant message feature that allows you to communicate with other users globally.

<http://www.onlineprnews.com/news/30026-1270842561-social-media-marketing-strategy-study-for-businesses-tips-and-techniques.html>

The study concludes that in order to maximize your Social Media Internet marketing results it's best to create a presence on both. However, if trying to decide which one you want to engage first, or where to spend the most amount of your available time. It's important to perform basic Internet Market research, apply the findings to your Target Audience, and weigh the strengths of each platform.

To learn how Irbtrax can assist in developing a new or optimizing an existing Social Media or Internet Marketing strategy browse the website attached beneath the Media section of this release.

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About: Irbtrax provides specialized Social Media 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.

This release was SEO, Social Media and Google Caffeine enhanced by Irbtrax using features offered by Online PR News

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