

## Twitter vs. Facebook for Business: Which Social Media Marketing Strategy is Better

### Image Gallery



SEO Social Media Internet Marketing Solutions

***Part 2 of a Social Media strategy comparison of the business benefits of Twitter verse Facebook from a traffic generation and viral marketing perspective.***

**Online PR News – 11-March-2010** Social Media optimization and SEO firm compares Twitter and Facebook to determine which Social Media marketing strategy provides the best results for businesses and online entrepreneurs. This analysis focuses on the business benefits of Facebook and Twitter including external website traffic generation, viral marketing strategies and market research uses. What follows is a condensed version of part 2 of the original study.

To view a release covering part 1 of this study visit the below link:

[Facebook-vs-twitter-social-media-marketing-strategy-study-part-1](#)

According to Irbtrax founder Scott Moir- "The entire study took months and involved multiple Facebook and Twitter accounts created for market research purposes. I was not only surprised at the findings. I was surprised at the number of companies that haven't optimized their Social Media campaigns for maximum potential results."

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The 1st category of part two of this study focused on the growth of Facebook and Twitter.

Facebook was declared to have the advantage due to maintaining advantages in Internet ranking (#2), activity volume and number of active users. However, Twitter (#12) is closing in on the **20 Billion Tweet benchmark** according to an article from the CSM. Which represents a significant rate of growth in a very short period of time.

The 2nd category involved a comparison for getting breaking news delivered quickly and having it multiply virally to potential new clients.

Twitter was declared to have the advantage by [Irbtrax Social Media Internet Marketing](#) because newsworthy Tweets take on the characteristics of a Press Release. When retransmitted by your followers they are then picked up by 3rd parties where they can rapidly multiply inside Twitter as well being featured in Google SERP's.

The 3rd category involved a comparison as a means for Market Research and trend identifying purposes for the purposes of generating more views.

Twitter was declared to have an advantage because its platform allows you to more efficiently search for information related to industry specific trends. Including several excellent third party sources that have software for this very purpose.

The 4th category involved a comparison as a means of measuring the viral impact of your news or messages.

Twitter was declared to have an advantage because it has Third party platforms that provide excellent Tweet Tracking services. They include the ability to track actual retransmitted URL's as well as specific headline titles.

The 5th category involved a comparison as an effective external website traffic driving platform.

Facebook was declared to have an advantage because Facebook accounts have the internal characteristics of a stand alone website. This helps to create more opportunities for visitors to click on external website links.

The larger 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 results oriented customized Social Media strategy or optimizing your existing campaign browse the fully displayed website attached below the 'Media' section of this release. For additional information use the various private contact methods available.

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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 on and offsite 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

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