

Twitter Social Media Marketing Strategy Benefits Analysis

SEO Social Media marketing strategy firm shares the unique marketing benefits of Twitter based on lengthy study.

Online PR News – 12-March-2010 SEO Internet marketing firm shares the Social Media marketing benefits of Twitter based on the results of a lengthy study. The study focused on the unique uses of Twitter as an effective Social Media marketing strategy and took several months to complete. The information taken from this study focuses on the benefits of Twitter from a Viral Marketing, Business to Business, and specialized market research use.

According to [Irbtrax SEO Social Media Marketing](#) founder Scott Moir- "Twitter is evolving at such a rapid rate I see evidence that the business world perception of Twitter is still lagging behind the reality of its potential uses. Twitter viral marketing benefits alone make it a valuable platform for any business that depends on the Internet for a part of its prosperity."

What follows is a condensed review of these findings.

- Twitter is closing in on the 20th Billion Tweet benchmark according to an article from the CSM ([visit link](#)). An accomplishment that represents a tremendous rate of growth in a very short period of time. If you haven't already joined Twitter- Trends indicate there's still a lot of opportunities for growth and expansion:

[Twitter-tops-10-billion-tweets](#)

- Twitter is one of the best available sources for getting breaking news delivered quickly and having it multiply virally to potential new clients. 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 throughout Twitter.

- Tweets also spread virally on Google. High ranking Google SERP's often produce information or articles featured by third party Twitter sites. Additionally, Google real time search results often contain a stream of live Tweets. At the time of this release Google was featuring a variety of real time Tweets for keyword phrases related to 'Social Media'.

- Twitter appears to be the one of the leading Social Media marketing choices in the Business to Business market due to its Viral Marketing benefits. Viral Marketing is a core business to business social media application for product or service recognition. Popular industry related Tweets are redistributed creating a domino effect even if you don't have thousands of followers.

- Twitter is an excellent market research source. Built in Twitter features and those available by third party sources allow for efficient and effective monitoring of information related to industry specific trends. Additionally, several third party Twitter sources provide excellent Tweet Tracking services. Including the ability to track actual retransmitted URL's as well as specific headline titles.

To view a comparison of Twitter verse Facebook and their social media marketing benefits for business visit:

Facebook-vs-twitter-for-business-social-media-marketing-benefits

To learn how Irbtrax can assist in developing a results oriented customized Social Media or optimize your existing campaign browse the fully displayed website attached below 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 on and offsite Web Marketing efforts for the impending full launch of Google Caffeine and using traditional methods in non traditional results oriented ways.

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

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