

## Twitter Social Media Marketing Strategies and Benefits Analysis

*SEO Social Media marketing strategy firm shares the unique benefits of Twitter based on a detailed case study.*

**Online PR News – 16-April-2010** SEO SMO firm shares Twitter Social Media marketing strategies and their benefits based on the results of a series of detailed independent case studies. The study focused on the unique uses of Twitter as an effective Social Media marketing strategy and took several months to complete. The goal was to determine the effectiveness of Twitter as a Viral Marketing, business generation and target market research resource.

According to [Irbtrax SEO Social Media Marketing Optimization](#) founder Scott Moir, who's firm conducted the study- "It can't be emphasized enough. When used effectively the viral marketing benefits of Twitter make it an extremely valuable platform for any business that depends on the Internet for its prosperity."

What follows is a condensed outline of the findings of this study. A study that involved the creation and use of several different Twitter accounts with focus on results, trends and an analysis of companies that have sustained an effective strategy.

- Much of Twitter's success is contributable to its flexibility and simplicity. Flexibility and simplicity that allows Twitter to be accessed and used by a wide ranging audience while requiring minimal resources. Twitter proved to be easily accessed from mobile devices and any form of Internet Service Provider (ISP) including 56K dialup services. This is significant for businesses that have a technologically diverse target market.
- Twitter proved to be a very effective source for getting breaking news delivered quickly and having it multiply exponentially. Newsworthy or content rich Tweets take on the characteristics of a successful online Press Release. When retransmitted by followers they are then picked up by 3rd parties where they can rapidly multiply throughout Twitter. This viral marketing benefit enhances branding, content sharing and traffic generation.
- Tweets also spread virally on Google through 'Real Time' search results. 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 streaming real time Tweets for keyword phrases related to 'Social Media'.
- Twitter appears to be the one of the leading Social Media marketing choices for the Business to Business market due to Viral Marketing benefits. Viral Marketing is a core business to business social media application for product or service recognition and the development of leads. Content rich industry related Tweets are redistributed creating a domino effect even if a company doesn't have thousands of followers.
- Twitter proved to be an excellent market research source. Built in Twitter features and those available by third party sources allow for the efficient monitoring of information related to industry specific trends or opportunities. Including micro research of a competitors online strategy or lack there of. Additionally, many sources provide excellent Tweet tracking services. Including the ability to measure the viral marketing extent

of retransmitted content by URL or headline titles. Twitter has stated that they will be internally upgrading their built in features and has already started making moves in this direction.

To view an article containing free and effective Twitter third party applications 'Apps' like SocialMention.com visit:

### [Twitter Social Media Marketing Strategies for Using 3RD Party Applications \(Apps\)](#)

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

### [Social-media-marketing-comparison-of-twitter-vs-facebook-business-benefits](#)

To learn how Irbtrax can assist in developing a results oriented customized Social Media strategy or optimizing your existing campaign browse the website displayed below the 'Media' section of this release. For additional information feel free to contact Irbtrax directly or use their private feedback form.

For unique and original SEO Social Media Internet Marketing and Market research information follow Irbtrax on Twitter: <http://twitter.com/IrbtraxSeo>

For current and high quality news announcements from businesses worldwide, follow Online PR News on Twitter: <http://twitter.com/onlineprnews>

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 in cooperation with Online PR News

## **Media Information**

Scott Moir

[smoir@irbtrax.com](mailto:smoir@irbtrax.com)

<http://www.irbtrax.com/Social-Media-Marketing-Strategy.php>

PO Box 362

Wilbraham

MA

01095

United States