

Twitter vs. Facebook: Social Media Marketing Mobile Strategy Study

Image Gallery



SEO Social Media Internet Marketing Solutions

Social Media marketing strategy comparison between Facebook and Twitter to determine their mobile media marketing benefits and applications.

Online PR News – 23-April-2010 A comparison of the Social Media marketing strategy benefits of Twitter verse Facebook from a mobile media applications perspective. Mobile media marketing strategies using cell phones with Internet connections for web searches, news updates and other related real time wireless functions. The goal of this study was to compare the advantages of these Social Media platforms for the specialized needs of mobile media marketing from both sides of the spectrum. The business marketing strategy perspective and the wireless phone user experience.

The mobile marketing comparison studies concentrated on two distinct categories:

1. Social Media marketing that's performed using a mobile device
2. The results of this marketing as it appears on a users mobile device.

This Social Media marketing analysis was performed by Irbtrax SEO Social Media Internet Marketing. [Visit the Irbtrax website](#) for additional SEO and Social Media Marketing studies, information and best practice methods for gaining results.

<http://www.Irbtrax.com>

The study took several months and the results were based on the following:

- User and Client experience and direct feedback
- Monitoring important trends and examining mobile media metrics
- Researching the third party services that support these Social Media platforms
- Y2K technology testing of Twitter and Facebook accounts for wireless Internet devices

What follows is a summary of the details of a broader social media marketing study involving Facebook vs. Twitter. To view parts one, two, and three of this study visit:

<http://www.onlineprnews.com/news/25692-1268624938-facebook-vs-twitter-social-media-marketing-strategy-results-analysis.html>

Twitter mobile marketing:

Twitter's mobile media marketing strengths include ease of use, wide accessibility and viral marketing benefits. Additionally, the 140 character limit is very much aligned with standard text messaging. Storing and retrieving mobile content to be Tweeted can be done quickly and efficiently. Creating and distributing new content for time sensitive events or announcements can be accomplished rapidly and effectively. Content rich or target market appealing Tweets spread virally within Twitter and through out the Internet. Google's real time Twitter streams represent a very powerful viral marketing opportunity.

Additionally, Twitter is very compatible with wireless technology because it doesn't consume much bandwidth. This is very important because many I-phones have connections that act similar to a 46K dial up service. The disadvantages of Twitter mobile media marketing relate to the effects of Tweet turnover and difficulties creating target audience interactivity.

Facebook mobile marketing:

Facebook's mobile marketing strengths include posting important messages to a captured audience as well as the ability to respond to inquiries by your target audience in a direct and timely manner. A function referred to as Interactivity. Facebook messages or news remains visible for long periods of time. This is an important mobile marketing advantage because it's only required to post this information to a 'wall' once. From there it's sent out as an update to a captured audience where it also remains visible for a substantial period of time. Popular and relevant information is often shared by a captured audience with other Facebook users resulting in wider visibility.

The disadvantages of Facebook Mobile Marketing relate to universal mobile device accessibility and external viral marketing applications. Facebook accounts tend to consume more bandwidth due to the addition of videos, high quality images and other related features which can hinder accessibility for many mobile devices. Additionally, Facebook updates are not as visible to the wider Internet audience. However, given the immense size of the Facebook community the impact of this factor can be negated depending on target audience objectives.

To view a release outlining Social Media optimization best practices visit:

<http://www.onlineprnews.com/news/31592-1271688292-social-media-marketing-strategy-for-business-social-media-optimization-study.html>

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.

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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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