

Mobile Media Marketing: Twitter and Facebook Benefits Analysis

Image Gallery



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Comparison of the Mobile Media marketing Social benefits of Twitter verse Facebook based on research and applications.

Online PR News – 02-May-2010 Condensed findings of an analysis of the Social Media marketing benefits of Twitter and Facebook in relation to their mobile media marketing advantages. Mobile media marketing involving cell phones with Internet connections for web searches, news updates and other related real time wireless functions. This study outlines the benefits of using Twitter and Facebook for the unique needs of mobile media from an effective business marketing advantage and the wireless phone audience user experience.

The importance of this study is based on research that shows Mobile phones with Internet connections (Smart Phones) are a rapidly growing consumer technology industry. Social Media marketing and real time applications are contributing to this growth. Worldwide usage is placed at hundreds of millions and increasing at a significant daily rate. Some projections predict that mobile devices with Internet connections will soon surpass hardwired personal and business computers in the number of total Internet accesses in North America.

This mobile marketing comparison between Facebook and Twitter concentrated on their advantages in two specific areas:

1. Social Media marketing performed using a wireless device
2. The visual appearance of Twitter and Facebook marketing on the intended audiences mobile device.

This Social Media marketing analysis was performed by Irbtrax SEO Social Media Internet Marketing. Visit their website for additional SEO Social Media Marketing studies, information and results oriented applications:

<http://www.Irbtrax.com>

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

- Client experience and feedback - Monitoring important trends and external metrics
- Researching third party services that support these Social Media platforms
- Creating and later closing accounts specifically for market research purposes

What follows is a summary of the details of a much larger social media marketing study involving Facebook vs. Twitter. To read 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>

To read part four of Facebook vs. Twitter involving B2B and B2C visit:

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

To read part one of Twitter vs. Facebook Mobile Media Marketing which outlines current challenges visit:

<http://www.onlineprnews.com/news/32486-1272034204-twitter-vs-facebook-social-media-marketing-mobile-strategy-study.html>

Twitter mobile marketing:

Twitter's mobile marketing strengths include ease of use, wide target audience accessibility and viral marketing benefits. Additionally, the 140 character limit is very much aligned with standard text messaging which allows for the rapid sharing of relevant content.

Storing and retrieving mobile content to be Tweeted can be done quickly and efficiently. Creating and distributing content based on time sensitive events or announcements can be accomplished rapidly and effectively. Variations of these Tweets can be transmitted by a mobile device several times during the course of a day to gain maximum exposure. Content rich or target market appealing Tweets often spread virally within Twitter and through out the Internet. Google's real time Twitter search results represent a growing viral marketing opportunity. Additionally, Twitter is very compatible with wireless technology because it doesn't consume much bandwidth due to low usage of advanced flash graphics, scrolling images and video players. This is very important because many mobile devices with Internet connections perform similar to a 56K dial up service.

Facebook mobile marketing:

Facebook's mobile marketing strengths include posting important messages to an accounts followers as well as the ability to respond to messages or inquiries by your target audience in a direct and timely manner. A real time function referred to as Interactivity.

Interactivity is the basis for building brand and potential client relationships. The ability to use a mobile device to respond to inquiries or address concerns is an essential real time Social Media marketing function.

An entry on Facebook remains visible for long periods of time. This is an important mobile marketing advantage because it's only necessary to post this information to a 'wall' once. From there it's transmitted as an update to account followers where it also remains visible on their 'walls' for a substantial period of

time. Popular and relevant information is often shared by an accounts followers with other Facebook users resulting in wider visibility. Additionally, depending on the nature of a business and whether it has public access these updates are being added to Google Search Engine Results Pages. SERP's.

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About: See the Irbtrax website attached below the 'Media' section of the release for Social Media Internet Marketing, Search Engine Optimization and Market Research Solutions for businesses seeking a competitive advantage. Including optimizing your on and offsite 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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