

Social Media for your Company

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Social Media is a current phenomenon that has reached out and touched just about every food service industry professional today. Whether you are an e-commerce entrepreneur selling any thing on the Internet, the webmaster of a your company, or just someone who likes to blog on a free blogging platform about your company such as Blogspot, Typepad or Wordpress, blog.co.in social media will soon become a part of your online and even offline presence if it has not become one already.

When the power of social media is used to generate new opportunities and avenues of business in unchartered territories, it is called social media optimization.

You have most definitely heard of social media optimization and the Web 2.0 phenomenon in all types of contexts— on Internet forums, on discussion boards and even during overheard water cooler babble. However, did you know that social media is serious business?

The Dynamics of Social Media Optimization and its Implication for your Professionals

Before we tell you about social media optimization and what it can do for you, we should tell you a little about social media on the Internet. Cyber space provides a uniquely dynamic springboard today for millions of web surfers to make friends, win friends and influence people virtually. It all started with simple live chat and community chat rooms. It gradually expanded into full-fledged scheduled activity on websites such as FaceBook, Twitter and MySpace-- websites that were set up primarily as platforms for individuals to hang out and connect with one another. Online communities in which birds of a feather quickly began flocking together virtually mushroomed overnight. Today, there are millions of social media websites also known as social networking websites or Web 2.0 websites that are entirely devoted to even the most esoteric and remote hobbies, disciplines and professions.

Social Media and the Online Entrepreneur

If you are profiled on social media websites for business professionals such as Jig Saw, Spoke, Linked In, Zoom Info, Tribe, Plaxo, Ryze or any one of a number of niche sites dedicated to your industry segment or business, you will notice the difference it will make to your productivity and profitability in less time than you think.

Benefits Gold Mine

- You can achieve most if not all the objectives we have outlined here with a little study and research:

- Receive highly targeted and pre-qualified site visitors looking for a caterer for their next outdoor event

