

Dimple Bestudio Posts Article On The Importance Of Social Media Marketing

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Dr. Miinala Marketing is a popular digital marketing agency based in Mercer, PA, that was founded by Dr. Marjukka Miinala, DBA. Dr. Miinala herself has recently published an article on the importance of social media for marketers. She has also announced that she has adapted her service offerings to ensure that they remain fit for purpose.

She explains: "The next traffic path is social media. There are a ton of these sites on the Internet and everyone looks at Facebook and Twitter as the two biggest players online. The importance of these two social media networks is easily discernible because Facebook has over 1 billion users while Twitter has over 300 million active tweeters."

Because of the huge potential audience, it is possible for businesses to spread their message across the

world, delivering it to this large group of people scattered all over the world. Not just that, but it is also possible to customize the social media experience, ensuring that messages are delivered to a more specific audience that meets a number of demographic patterns. Both Facebook and Twitter are excellent platforms for this, although Dr. Miinala says that she prefers Facebook.

She says: "Facebook is more social. You can advertise and put a wider variety of information there. Twitter is about marketing to the masses with small little bursts called tweets. With Twitter, you can only post a message that's 140 characters in length. With 140 characters, you don't have a lot of room to go into a detailed description."

At the same time, Dr. Miinala's research also revealed that other social media channels, such as YouTube, are of great importance to the digital marketer. She explains: "The main goal of all these sites is to direct people to your website, so make sure you're always leading them there."

Dr. Miinala wants to stress the importance of using these platforms properly. They must be properly personalized, ensuring that they fit the overall image in particular. She says: "Ultimately, you want them to be a fan of the page and become a customer of the business, product or service. This means thinking of all the details, from how you look to how you interact. That is a lot to manage, but it has a huge impact."
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