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Connect With Your Audience

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Not being raised in the era of the web 2.0 twitter, facebook, blogging, and other interactive media has pushed as the front runner when it comes to internet marketing and should never be over looked if you are a webmaster. In today's world there are plenty of places for you to build your online profile whether personal or your companies and you are also now given the ability to connect with your audience. If you are running a static website it should always be accompanied by a blog if not sharing with your visitors/readers updates done to the website. You could blog about upcoming deals if you sale things or just place informative articles on your blog about your niche. The blogosphere has also opened up a new overwhelming source of backlinks which should be used if you are trying to get to the top of Google.

Websites such as facebook and twitter not only allow you to advertise and promote your website, but also allow you to connect with your audience. It takes me less than twenty seconds to write and send a question or answer on twitter. I can also let my three thousand followers know I just updated my website or blog which will lead to a flood of traffic which is targeted since my followers started following me from my website or blog. Facebook and Youtube allow you to build a profile which you will be able to advertise everything about yourself. Both of these are excellent to build up since they allow people to either subscribe or become your friend. These accounts are not good for building links, but to really get to know your target audience and discuss what they liked and what they did not like about your website.

Another area of the web 2.0 which you can discuss is social bookmarking. There really is a downside when submitting your site to a social bookmarking site since if your website is not well liked it will not be voted for, but it is still worth submitting. Only submit to social bookmarking sites when your site has been completely finished since if there is broken links it will probably not fair so well on these sites. Social bookmarking will also allow you to build up your profile and begin making connections which may be beneficial in the future. The main goal of this article is to get you out and networking not only with potential marketing contacts, but also your target audience giving you a chance to really get to know who you are making money off of. If you actually get to sit down and ask your audience what they look for then catering to them will no longer be a guessing game and social media gives you the ability to do this.

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