

Generate Highly Targeted Leads and Traffic to Your Sites by Using Social Media.

There is a massive movement going on in social media and right now is the time to get in on the action. Take FaceBook for example. The 35-54 year old demographic has grown by 276% in the last 6 months. According to istrylabs, aside from FaceBook, Twitter is probably the most important and interesting social media platform currently on the web. Twitter's unique visitors has increased by about 7 million in the last year.

Knowing these statistics reinforces the fact that as Social Marketers and Network Marketers, we must identify our target market and know where these prospects are going and according to the statistics, they are spending more time on social media sites than ever before. This is precisely why Social Media Marketers must take advantage of this growth and focus their energies on social media sites so that they can attract people who are interested in their services and products and generate highly targeted leads and make sales with ease.

