# *SEO - Ideas For Effective Social Media Marketing*

Social media marketing has become an essential tool of search engine optimization or SEO. It is a fact that search engines like Google, Yahoo and Bing prefer those websites which are frequently featured in social media sites. This is why, it is important that you have create effective marketing campaigns to make your business popular on social media. Here are 7 ideas that will help you in making your social media marketing campaigns successful:

***1) Post Reasonably***

You do not have to post every day. Many companies post content on their social media profiles, only a few times per week and are able to get the attention of followers. Regular status updates or links may confuse the users or cause them to miss important announcements or content. Hence, it is advisable that you post reasonably.

***2) Prepare materials in advance***

Social media marketing success requires a lot of creativity and organization. Organize a meeting with your marketing team every week to put together some ideas that will help you in creating interesting posts in sites like Facebook, Twitter etc. You should not have to squeeze your brains at the last minute to find inspiration on what to write or what to post, it is useful to have the material ready to be posted later.

***3) Connects accounts***

If you have two or three accounts on different social networking platforms, it is better to focus on one and link them together in order to automatically update all of them at once.

***4) Use Social media to improve customer service***

Never escape the negative comments: they are seen as an opportunity to demonstrate that you have a good after-sales service to customers and are able to solve problems without having to hide anything. Surely someone will be struck by the way in which you solve difficult situations.

***5) Use automated tools***

There are convenient automated tools or plugins, available mostly for free, which can be used to post interesting links or content at specific intervals during the day.

***6) Centralize engagement***

There are also many tools for social media platforms that allow you to centralize the various accounts in one place. With these tools you can update, monitor and manage every aspect of different platforms at once.

***7) Easily find new content***

Use Google Alerts to find topics and ideas that interest you. The alerts will notify you about interesting topics, by sending mails to your inbox. You can use these ideas and incorporate them in your posts.

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