

5 SOCIAL MEDIA TOOLS TO BOOST YOUR BRAND ONLINE

FACEBOOK IS THE GATEWAY FOR INSTANT ONLINE VISIBILITY !



With more than 1.79 Billion monthly active users, [Facebook](#) tops the list. Facebook is the most popular platform amongst the people of every walk of life today. And here lies the opportunity to reach that untouched customer base that is available. By creating your company page on Facebook and updating and sharing the content on that page will push your target audience to visit your site. It will not only increase the traffic on your website but also will convert the lead into business. You can create an Ad, a Brand page, a Group and also can create a Company Event and broadcast it. Isn't that great!

TO ENHANCE YOUR REACH DOUBLE FOLD, USE TWITTER !



[Twitter](#) comes next. It's a myth that twitter is only for the elite class to share and post the updates. It's a very useful micro- blogging platform to reach your target audience and grow the following of people for your brand, by sharing and showcasing your niche content. You can advertise with twitter and get recommendations for your brand too. The use of hashtags for your niche specific keywords can do wonders for you. A twitter account is a must have for your brand if you want that audience as well. Not to forget it has more than 317 million monthly active users.

EXPERT PROFILING BRINGS CREDIBILITY VIA LINKEDIN



[LinkedIn](#) makes it to the third position here. It's the most popular professional platform where you can network with the people of your community amongst 467 million and more members. There are company pages and groups that can be made here to grow the following. LinkedIn in through and through a professional platform, that helps you to become visible as a brand amongst the top businesses and its network. You get a cream layer of visitors dropping onto to your website, thus opening your brand to better business possibilities.

GO FLASHY WITH INSTAGRAM AND ATTRACT MORE VISITORS



[Instagram](#) is next in the line. This is a popular website through which you can share the images and videos online. Instagram helps you do that on various social media pages like Facebook, Twitter, Flickr, and Tumblr or on the app. It is available for free on iOS and Android based devices. It is a trendy way to attract 'followers' to your website. Visual sharing has picked up a great pace in the field of online marketing. The content is shared in the form of images and videos and that is always attractive to people. Why should you be not there!

BOOST THE BUSINESS WITH VIDEO AND IMAGE SHARING AT PINTEREST!



Last but never the least [Pinterest](#) makes it to the fifth position. It's a free website on which you can get registered and personalize the Pins. Pins are the images, or videos that are all unique and shows up your brand to anyone who likes your Pin. Through image sharing, the visitors here are pointed back to your site. It's a popular way to double up the number of visitors and helps hugely in brand publicity. No doubt it's a hot cake in the world of social media marketing!