

NEW SOCIAL MEDIA SERVICE FOR ADVERTISING COMPANY

HTP C O M P A N Y *tions for e-business*

A leading advertising company, the HTP Company, is known for being a popular Internet advertising company that also practices SEO. The company has been in business for nearly two decade, having gotten its start back in 1998. The company has offices in a number of different locations, including New York City, Australia, India and Florida. And now, the company has a huge announcement, releasing information about its new social media optimizations service package which will come with a number of features. Some of the features include analytics, public relations services and video marketing as well. The University of Massachusetts Dartmouth Center decided to do its own research for marketing purposes and found that having a social media ROI would be ideal. It is a great way for businesses to make their social media presences. With the right social media tools, experts will be able to change the way that they are perceived online, especially by the consumers. The social media aspect provides a number of services and is tied in with several techniques that are used for SEO purposes as a way of allowing business to target their audience in an effective and efficient manner. Search Engine Optimization, also referred to as SEO, is definitely considered the overall most productive way for businesses to attract traffic to their website but in the meantime, social media is starting to work its way up the ladder as well. It is becoming more of a way for businesses and brands to build a reputation with the consumers. Businesses need to make sure that they have the ability to keep up with social media, especially in a world where social media is taking over. The President for the HTP Company, Jim Gonzales, has said, "HTP Company analysts have extensive experience assisting companies with brand building, SEO, social media and digital marketing. To compete in today's marketplace, businesses need to explore the kind of advanced Internet marketing strategies that incorporate new evolving methods. Social media management services are necessary for the success of any online marketing campaign; by addressing core branding elements, a company can effectively boost their online visibility for virtually any type of business or service. This makes it much easier to achieve higher traffic rates, at the end of the day, effectively leading to more conversions." The fact of the matter is that a large number of businesses feel that the whole idea of using social media and the Internet is far too challenging and that is why it is important to have a social media service like this. Average social media tasks go above and beyond becoming active members of popular social networking websites. It is about becoming a member and using them in the right way, placing the right kind of content on these websites and basically making a contribution.