

There Are a Number of Ways to Solidify a Business's Online Presence, Says Social Media Marketing Firm

New York-based social media marketing leader offers advice to business website owners who want to harness the power of social media to improve sales.

NEW YORK, NY, UNITED STATES, February 19, 2014 /EINPresswire.com/ -- According to Peter Crisafi, President of dzine it, Inc. (www.dzineit.net), a leading [Internet marketing firm](#) with clients from across the country and around the world, it is important for businesses to keep their social media profiles engaging and up-to-date.

"One of the easiest ways for business owners to help market themselves is to optimize their social media profiles," says Crisafi. "It doesn't take a lot of time and effort to keep up with a social media profile and most optimizations can be done without the help of an optimization expert."

Crisafi offers the following tips to ensure that a company's social media properties are up to date:

1.) Use Branded Cover Photos and Background Images.

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"Although each social network utilizes different image dimensions for cover or background photos, it is important to find a branded image to use across all platforms," explains Crisafi. "The cover or background image of your business's social media page is usually the first thing a person sees and it is important to use this to your business's advantage."

For example, Crisafi points out that the cover photo on a business's Facebook page is basically a big billboard, so it is important to ensure that the cover photo includes your company's logo or brand image.

"If the cover photo, background image, or profile photo of your company's social media page is not



branded,” Crisafi warns, “you are missing out on a great opportunity to grow your brand recognition.”

2.) Complete All Social Media Profiles.

This may seem like pretty obvious advice, but Crisafi says that he has seen countless business profiles that are incomplete.

“It is important to complete every field of your business’s social media profile,” he explains. “However, having a complete profile means more than just filling in the blanks. It is imperative that all of the information presented on a business’s social media profile page is accurate and up to date.”

3.) Remember to Be Consistent.

While it is not necessary to use the same exact descriptions on every different social media platform that a business uses, Crisafi says that they should all use the same keywords.

“The key is to maintain consistency when [marketing](#) your brand to fans,” he notes, “and that includes marketing across various social media platforms.”

Established in 2003, Dzine it is a New York [digital communications firm](#) that specializes in software development, web design and internet marketing. Strategize, design, develop, and supercharge your website. Dzine it can take you project full circle. We're a one stop digital communications firm. www.dzineit.net 212-989-0813

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