

# Dzine It Offers Tips on Improving Your Social Media Strategy

*New York website development and Internet marketing expert says that if you don't already have one, you need a social media strategy for your business.*

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/EINPresswire.com/ -- "Whether you run a business that employs just a handful of people or a company of 250,000, your business needs a social media strategy," says Peter Crisafi, President of dzine it, Inc., a leading [New York website design](#) and [website development firm](#) with clients from around the world. "As more Internet users continue to embrace websites like Twitter, Facebook and Google Plus, now is the time to make social media an integral part of any online marketing strategy."

According to Crisafi, there are five ways to do just that:

## 1. Claim Your Name

There is more to social media than Facebook and Twitter, according to Crisafi.

"Businesses need to stake their claim on Google Plus and LinkedIn," he says. "They also need to take advantage of any directories available on the websites of any professional associations they belong to."

Even if you can't commit to updating your Google+ or LinkedIn pages, Crisafi says that you should at least get them started.

## 2. Plan and Set Clear Goals



Dzine It Website Communications Firm



Website Communication Solutions

Crisafi says that it is important for businesses to come up with clear goals for what they want to get from with social media.

“Come up with a plan to meet your goals on a monthly basis and assign the proper resources to it,” says Crisafi. “If you want to make more sales using social media, make sure that your sales force is trained in social media tools.”

### 3. Measure Your Results

Crisafi says that business owners need to be familiar with Google Analytics and Hootsuite.

“Google Analytics lets you track visitors to your site for free, for example, and you can see how many visitors came to your site from LinkedIn, Twitter, and Facebook,” says Crisafi. “Klout also offers an easy way to measuring how effective your social media efforts are, with a number and practical suggestions for improvement on a week-to-week-basis.”

### 4. Consider Outsourcing

Crisafi suggests asking your web development firm to give you a quote on social media services or recommend someone who does it.

“Instead of wasting your existing staff’s valuable time on social media,” Crisafi says, “having an outside company manage your social media marketing campaign is usually the best way to go.”

### 5. Link to Your Social Media

“Once you have set up your social media profiles and launched them, you should add your Facebook, Twitter, LinkedIn and Google Plus pages to your business cards, brochures, fliers, and any other printed materials you have,” says Crisafi. “Make sure that you publish links to all of your social media profiles on your company website and any other Web properties your company may own.”

If you begin to make an effort when it comes to social media, Crisafi says that you will see results.

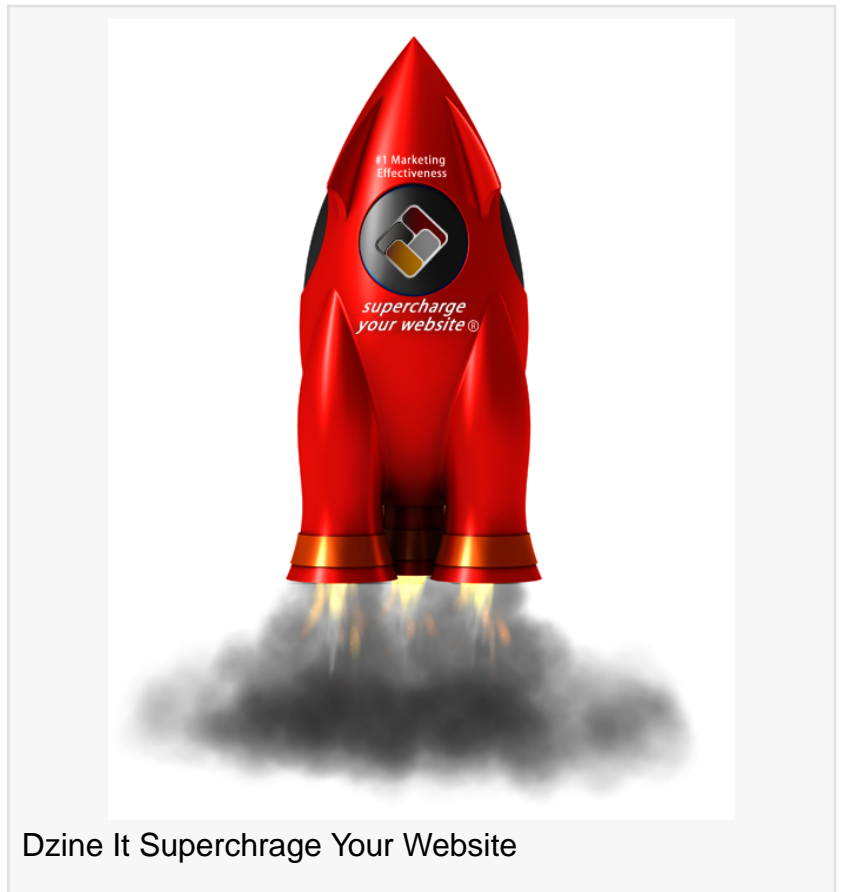


Social Media with Dzine it



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Established in 2003, dzine it, inc. is a leader in [Custom web development](#), programming and design solutions for small and large business, agencies. The company offers a wide range of business-centered visual communication solutions, including web-based content management, web design, graphic design, custom web software applications, ethical white hat search engine optimization (Organic SEO), Video Encoding, and print media solutions. For more information, call 718.336.2660 or visit [www.idzineit.net](http://www.idzineit.net).



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