

# SMO

from: PMGS Technologies

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## Description

Social media marketing is the process of gaining website traffic or attention through social media site Facebook. Social media marketing programs usually create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Increased communication for organizations fosters brand awareness and often, improved customer service.



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