

## Quality advertising in social networks

As You remember in the last article we talked about the basics of contextual advertising and some of the secrets and intricacies of this effective advertising tool. I am sure You learned a lot of interesting and useful information which can be used successfully in practice. The theme of today's inclusion of Quality advertising in social networks. I decided to split this topic into 2 parts. She is too ambitious. So today we will go more about what actually lies behind the concept of Quality advertising in social networks and the main advantages and disadvantages of promoting affiliate programs on social networks. Why the earnings on affiliate programs I Think You forgot what the subject of our newsletter Infostart-Partner \$2375 per month on affiliate programs. I am not going to say banal things of type Social networks today have gained immense popularity and can be a great tool for affiliate marketing and every self-respecting Moneymaker should know how to attract social traffic to your or someone else's site as a partner. Etc. Is a no-brainer. You sure these phrases are heard time and again. Enough to watch a short video below and You will be horrified what became the social network today Yes, actually we can talk about social networks in different ways. To see them as a curse that robs us and our children's time or as an effective platform for communication and entertainment. Opponents and supporters is always there. But in our case the social network is not only a platform for communication and entertainment. It is a tool for social marketing. And Since we decided to broach this topic as high quality social media then I think You should know It is clear that advertising in social networks is the process of attracting visitors from social networks on their sites or other sites on the basis of partnership. Well, this is purely my definition. There are actually 2 acronyms to help you understand what lies behind the concept of advertising on social networks. Let's look at them. SMM Social media marketing is the process of attracting visitors and attention to the brand or product through social networks. That is, in other words a set of measures on the use of social networks as channels to promote different companies and solving other business problems. Sure You met in the vast social networks the official ribbon and the group of famous Russian and international brands. This is an example of SMM-promotion. SMO eng. Social media optimization SMO search engine optimization for social network or in other words a set of measures aimed at attracting visitors to the website from social media sources social networking

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