

Utilizing Social Networks

According to a recent survey by MarketingProfs Research (marketing-profs.com), not all social-networking sites are created equal—particularly in terms of who is using them. The report shows LinkedIn as the preferred social-networking site for B2B respondents, while Facebook scored highest with the B2C market. Businesses are learning that, while the message itself is critical, the channel through which they deliver it may hold the secret to a successful campaign.

