

Sigma Infotech Becomes a Social Media Partner for Hundreds of Businesses in Australia

Social media opens up new avenues for businesses that want to establish strong brand image and customer relations across the world.

Social media is a seemingly casual platform where people connect, share and interact with each other. In mid-1990s there were certain social networking sites such as Classmates.com and SixDegrees.com that were aimed at bringing people together and strengthening old ties among friends. As the social networking system flourished, new platforms came into picture and promised some great opportunities for individuals and businesses alike. Some of these websites include LinkedIn, Facebook, Twitter and more. Smart businessmen realised that these platforms have much more potential than is actually being utilised, and they started building marketing strategies that can take brands closer to the customers. One of the pioneers of social media marketing concept is Sigma Infotech. The company has been constantly working on devising new strategies so as to maximise the potential of social networking websites for business promotion. social media marketing can be used as an alternative to or as a complementary service with traditional marketing techniques, depending on the scale and nature of the business. At Sigma Infotech, the combination of talented online marketers and years of experience in building marketing strategies for social media has led to numerous success stories for its clients. The company understands that Australia has the highest number of established users of social media in the world and customers rely more on word of mouth referrals from their peers than advertisements. So when your business manages to strike the right cord with one customer on the social media, there is no stopping for you. Sigma Infotech has the proficiency to compel one happy customer to talk more about you and your business, leading to a stream of hundreds of thousands of happy customers. The company adopts unique approaches for different social media marketing services that include-Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Social Media Integration, Community Building and Reputation Management.

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