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Is Social Networking Really Internet Marketing?

Social networking is where you develop a group of friends and associates to hang out with. People have been doing this for years, but the Internet is really bringing it to the forefront.

This brings up an interesting question, "Is social networking really Internet marketing"?

It doesn't have to be Internet marketing, but many people use it that way. By developing relationships with a group of friends and associates, it makes it easier for you to sell your products to them because you have credibility.

Today many people combine blogging and social networking as a way to drive traffic to their websites. They will write a blog article and social bookmark it to popular social directories such as Del.icio.us, Faves, Furl, Simpy and Wink, just to name a few.

These articles can drive traffic to their blog as well as serve as search engine bait for additional traffic from the search engines. By doing this social networking, is definitely Internet marketing.

Twitter is a new way to keep in contact with your followers. Every time you create a blog post or new webpage, you can also create a tiny URL and post that in updates about yourself. This is another way to get traffic to your pages and do Internet marketing.

You can also join various sites such as Digg and StumbleUpon and get to know people that way. In your profile, you can list a website address and the products that you sell. This will give you a chance to earn more money doing Internet marketing via social networking.

You certainly can do social networking for the fun of it, or you can use it for Internet marketing to make more money for yourself.

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