

Importance of SMO for Brokers

Section 1: Understanding Social Media Optimisation

The section focuses on defining and understanding social media optimisation including the principles that govern it. It takes the broker through the fundamentals of SMO.

Section 2: Growth of Social Media Optimisation

This section focuses on the kind of growth the social networking and social media have been witnessing over the last few years. It also talks about the consumer expectations and social networking trends.

Section 3: Relevance of Social Media Optimisation for Brokers

The focus of the section is on outlining the relevance of the social media optimisation for the brokers. It talks about all the reasons that make SMO useful for the brokers.

Section 4: Targeting Suitable Social Media Optimisation for Brokers

The purpose of the section is to focus on the different platforms and frameworks that should be targeted by the brokers in making the best use of the SMO marketing. It mentions all the platforms and the way these can help the brokers.

Section 5: Leveraging Social Media Optimisation for Brokers.

The focus of the section is to stress on the ways to use each of the different approaches in way to create the right kind of buzz for the brokers and get the best out of the SMO.