

Social Media Is A Vital Factor In The Success Of Startups, Says Reality Digital

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San Francisco, CA ([RPRN](#)) 09/25/09 — Startups that make the most of social media in creating brand awareness and engaging their audiences are more likely to achieve business success according to Reality Digital, the leading provider of [online community software](#) for brands and businesses.

Setting up a business is a very difficult thing to do, particularly when starting from scratch. One of the obstacles facing businesses subsequent to their inception, is getting their brand out into the public sphere; creating a name for themselves and developing a positive reputation.

Due to the very high volume of business conducted on the internet, the online marketing scene has become increasingly competitive in recent times. As such, it has become more and more difficult to stand out amongst the crowd with a product or service. This is where social media comes into the equation according to Reality Digital.

Robert Proctor, Head of EMEA for Reality Digital, said: “Brands that utilise social media during the construction process of their websites will find it much easier to engage visitors. The use of high quality features such as an online [video platform](#), or even something simple like a website blog, will provide the domain with a great deal more personality, helping visitors feel at home on the website and certainly more interested.

“In addition to integrated social media, any activity on mass social networks is also beneficial for marketing purposes, helping a startup to make themselves known on a wider scale, whilst also creating backlinks to their own content on their website”.

Reality Digital Harmony is a [social network software](#) platform aimed at helping small to medium sized brands and businesses make the most of social media in their online marketing strategy.

The easy to use, self service platform incorporates all of the latest social media functionality in the form of a series of widgets, which can be easily customised to suit the needs of the customer. In a matter of hours, a website can have complete social media integration at an affordable price, providing the features to attract customers or in the case of startups, the proof of concept to help bring in potential investors.

For more information, please visit realitydigital.com, or call 0203 1785 883.

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