

Social Media Should Be A Key Part Of Any Marketing Strategy, According To Reality Digital

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SAN FRANCISCO, CA ([RPRN](#)) 8/18/2009 -- Businesses that are utilising social networks in their marketing efforts should be using them as a key part of an overall campaign strategy according to Reality Digital, the leading provider of [white label social network](#) software for brands.

The use of social networks as a marketing tool has developed greatly over the last two years. The potential of social media as a crowd sourcing tool is unmatched, and many brands have used the interactions and conversations present in online communities to promote themselves to a mass audience.

Reality Digital has highlighted the importance of using social media as part of an overall marketing strategy, indicating that the maximum benefit is realised when a brand focused social network is used as a focal point for a campaign, as a means of uniting fans of a brand.

Robert Proctor, Head of EMEA for Reality Digital, commented: "Brands who are using social networks in their marketing efforts must not forget that social media is far more beneficial to a marketing strategy when it is used in conjunction with other activities, such as advertising and public relations.

"It is the combination of marketing elements that will reap the best results from a marketing campaign. In particular, the use of a brand focused social network as the core of a marketing strategy allows a brand to have their own personalised community of consumers in a brand-safe environment that lets

them monitor and moderate all of its content.”

Reality Digital provides [online community software](#) for brands and businesses, enabling them to create their own purpose built social network. The Reality Digital Opus Platform is cutting edge [social networking software](#), and provides a brand-safe environment that is so important in ensuring that the network is free of negative content.

The Opus Platform can be subjected to detailed customisation, to give the network an enhanced look at feel that suits the brand and its values. The site owner’s benefit from an administrative dashboard that integrates all of the moderation tools they will need into a user friendly interface.

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

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