

# MODERN APPROUCH REGARDING ONLINE MARKETING THROUGH FACEBOOK AND TWITTER

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**Abstract:** *In order to develop their business, companies try to build a better reputation in their field of activity by sending messages that are connected to their own interests, useful advice and details about their latest products. To this end, they add links to their websites or to others in the field.*

*Modern online marketing is based a lot on the interaction on blogs with links on Twitter or Facebook, the publication of relevant content, website optimization so that it will be found more easily when searching, and not the least, social media and networks. The users are great consumers of information and find their own way to get in touch with it.*

*By posting and promoting marketing events on Facebook and Twitter, firms and people can discover that this represents an excellent way to interact with those who are really interested in the products or services offered.*

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