

Twitter vs Facebook vs Google: Sparkah.com

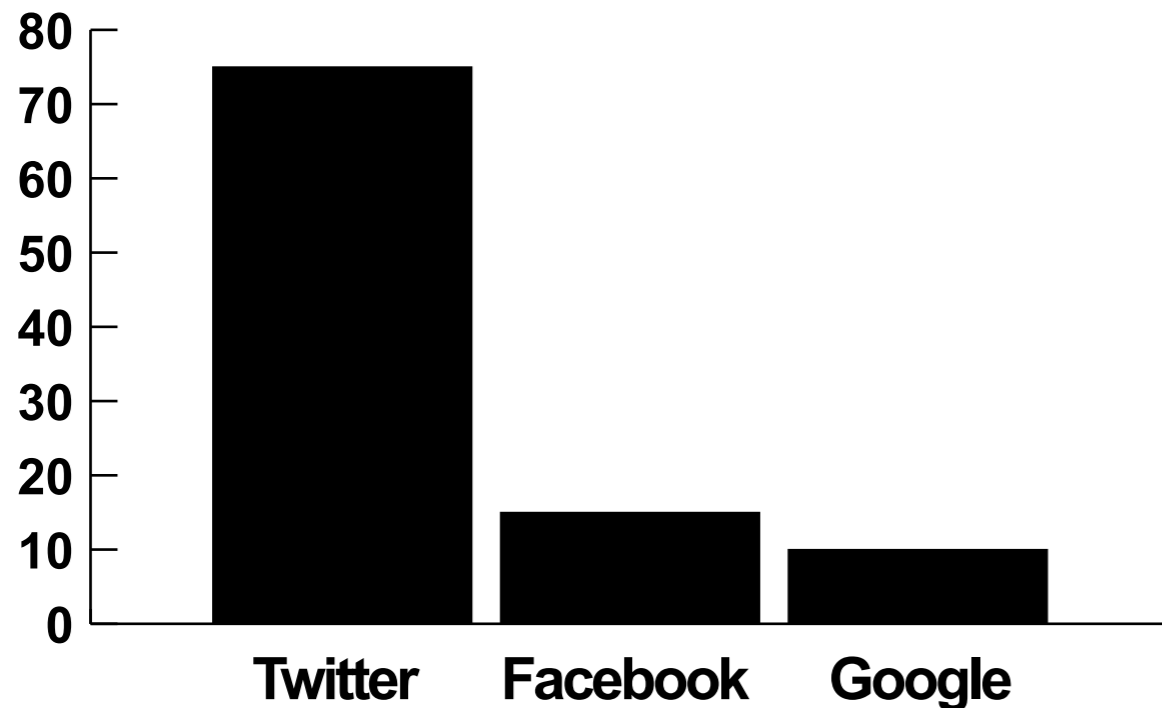
3. Power vs Resistance

Finally, before you come to the false conclusion that Facebook is the only way to go, there is one more factor to consider. It will make you question everything all over again.

After all, that is how all three competitors are staying in business.

cont: <http://journik.posterous.com/tag/rapport>

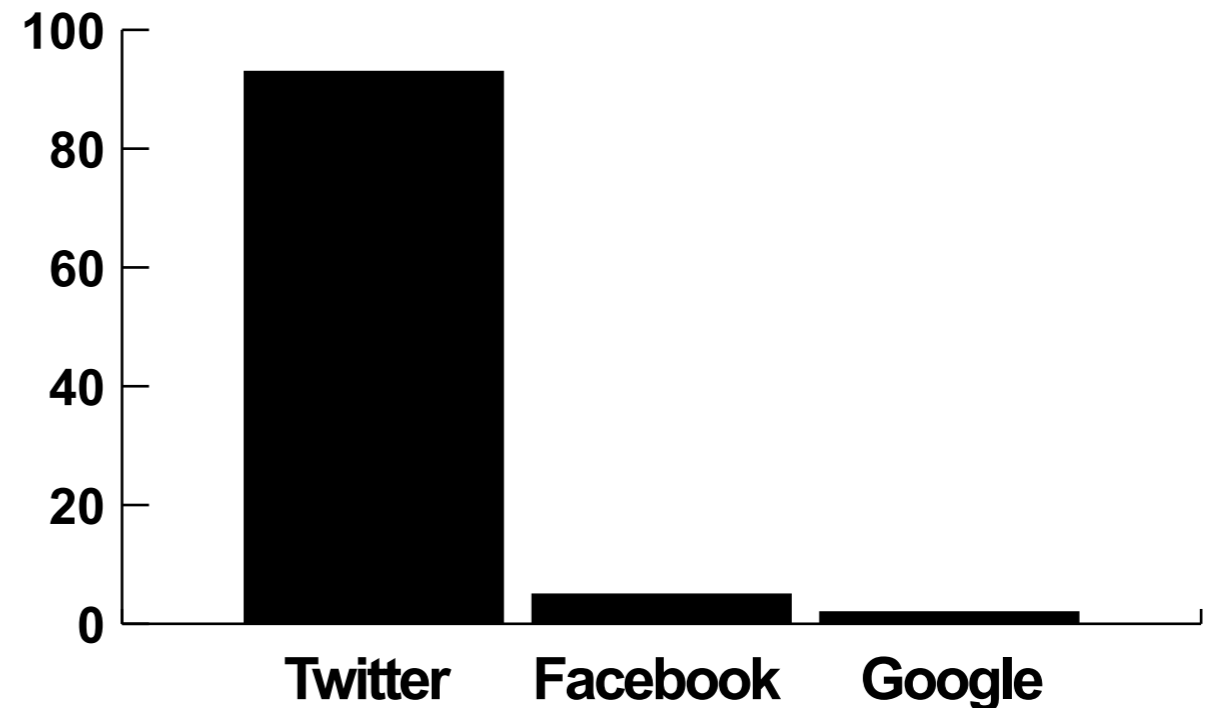
Resistance* (ease)
(how easy it is to get 1000 hits)



*in relative percentages, total being 100%

Explanation: While the fewest people use Twitter, the ease of getting followers in Twitter is very easy. It's much harder to get followers in Facebook. And it's even harder to get to page one of Google under a competitive term that will deliver as much traffic as the others. So for a quick, kick-off, Twitter is the fastest way to boost your sales.

Power*
(how influential each visitor is)



Explanation: Here's the secret sauce of Twitter. While you'll get far more volume of traffic from Google and Facebook, the people who find you through Facebook and Google are the average Joe consumer. This is not the case with Twitter. Twitter is packed with decision makers, CEOs, editors in chief, high power politicians, etc. Though I've gotten no sales from Twitter and many sales from Google and Facebook, I've gotten many feature stories from Twitter that ended up getting me in Google P1