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Can Social Media Win New Business?

With 800 million users on Facebook, 200 million on Twitter & other networks also booming, the potential to find new customers via social media has never been greater. Whether you're already up & running or a novice, the experts say the crucial thing is to prepare carefully and do it right.

How do small companies ensure they turn those 'likes' & follows' into customer engagement and increased sales?

At Adcutech we have started to use LinkedIn, Facebook & Twitter to connect with our customer & supplier base & to attempt to 'spread the word'. We have used LinkedIn, for example, to identify key contacts at companies we consider to be potential new customers.

However for social media to work there are a number of top tips we follow:

Pick your place - Don't feel the need to jump on every platform - be there for the right reasons.

Don't just broadcast - your followers will get bored. Make sure you interact.

Learn from others - Be a consumer. Learn from companies and people you think are interesting and see what they are doing that you think works.

Think about which social networks your customers and prospects are using - Facebook is great for posting content like pictures and videos. Twitter is a great way to 'be social'.

Even the most unlikely businesses can develop a social media presence: The whole vibe of this social revolution is: "Tell your stories! Your experiences count! We can all relate!"

Keep it current - Once you start using these platforms update regularly. Don't let the information stagnate.



Sources: Guardian, Director

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