

Successful Social Networking for Business

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In this new world, where smart devices such as phones and micro laptops abound, just having a web presence is not enough. Devices such as these create an environment capable of collaboration with your prospects. How does one turn a prospect into a raving fan? How can you take your clients' positive feedback and rebroadcast this positive energy?

Many Internet portals exist, including Linked In, Facebook, You tube and Twitter, which can be customized to support your business model. Business models today must be optimized to use these portals for sending and receiving information to the customer / prospect base.

In today's fast paced business world, one must embrace the technological advances in customer contact. The whole idea is to replicate one's business interactions through useful tools. Tools such as Facebook are customer facing applications that allow consistent 24 hour a day communication with your niche clients. As these tools evolve, there becomes a need to push more material through these portals, and to receive feedback from your clients.

Customer collaboration and contact provide both positive and negative information. Think about it like this, if you have an in house video system one can view all interactions and provide after action reporting on the day to day business activities. Social networking provides such information. Instant information from your best clients and an outlet to instantly show them your marketing material.

The challenge today is in building one's business technological infrastructure to support and push these items in an organized and automated fashion. Now more than ever the business model has to be optimized to support the constant push and pull of external and internal information.

In summary, social networking provides a whole new wealth of information that can be used to inform, improve and increase profit. Businesses are rapidly adopting the use of Internet portals to support explosive growth and a rapid reduction in time to market. Are you?

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