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Social media savvy for your business

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Remember when a company could reach their target audience with an ad or a mention in the local paper or TV channel. Then, direct mail would reach the few who fell through the cracks. That's so '90s.

People haven't stopped communicating. In fact, they're conversing, reading and researching more now, but there are so many options.

Today, it may not be critical to be seen by everyone, but it's important to be seen by everyone you want to be seen by. Reaching your targets is challenging. On any day, an individual (you) might skim a printed or online paper; watch network and cable TV; chat with friends on Facebook; update business contacts on LinkedIn; read/send dozens of emails; Tweet status on Twitter; view videos on YouTube or Vimeo; Google information for business or pleasure; read part of a book on Kindle or Nook; network on LinkedIn; research on a mobile device app.; and fall asleep to a radio talk show.

In between, you may get some work done, read to the kids, talk to your significant other.

In order to involve customers in 'the conversation' companies increasingly are using social media to build their brand and bottom line. Some interesting stats: 78% of companies are using social media, but less than 70% have methods to track results.

Your company, product/service need to be 'out there' because, as Woody Allen said, "80% of success is showing up." The key is to be seen in as many places as possible. Being there enhances the chances prospective customers will see your news. Create an exciting message, define your brand, tell your story in as many ways and places as possible. Besides social media, remember the traditional media are still there, too!

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