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Ruane of Glickman Kovago & Company puts emphasis on social media marketing

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Name: Maureen Ruane

Title: Executive Director

Company/firm: Glickman Kovago & Company

Years with company/firm: 3

Years in field: 3

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Responsibilities include:

Tenant representation, content management, advertising and marketing, develop brochures, maintain company website, uploading properties to internet, office management, and social media management.

What impact has social networking had on your success?

Social networking is an intricate part of today's marketing efforts. Because I am a younger agent, I put emphasis on internet marketing with social media roots. This content must be engaging, informative and memorable within a character limit. I post my successes and articles that I have written about my local market to build a solid, trusting audience in the world of social media. By doing this, people have come to recognize my name as well as my company more.

What advice would you give to a woman just starting a career in your field?

Being young and young in this industry, my advice for those just starting out is to stay organized and remain determined. Organizational skills are beyond important. Keep lists of who you called, when you called them as well as personal notes. Keep an online calendar and set appointments with yourself to dedicate strictly to networking. Be sure to always hold yourself accountable. Above all, stay driven. If you are organized and networking regularly, success will follow.

What was the best decision that you made in the last year?

Within the last year I have put a heavier emphasis on networking. In this day and age it is all too common to get stuck behind a computer and send emails, or stuck at a desk and make phone calls. Face to face communication while engaging in conversation is a much better tool for your network to know, like and trust you with their business transactions.