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## **Needham Electric Supply hosts free seminar, "Taking Your Business Online 101" in March**

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Needham Electric Supply hosted a free seminar in March, "Taking Your Business Online 101," for their customers. Needham Electric's marketing manager and social media specialist, presenting to a group of electricians and contractors, covered topics such as how to set up a business page on Facebook, LinkedIn, Twitter and Google +. The marketing team shared tips on content to post, frequency, how to advertise, best practices and the importance of prompt response to customer inquiries and comments. The seminar highlighted the ease, availability and usefulness of social media as a tool to advertise and boost sales for small businesses and independent contractors.

Needham Electric Supply is a leading full-service electrical distributor serving contractors, commercial and industrial companies, institutional accounts, and national retail accounts.

Needham Electric's solid reputation for outstanding performance and dedication to its customers, vendors and associates has helped the company achieve annual recognition on Electrical Wholesaling Magazine's "Top 200 National List of Electrical Distributors" Headquartered in Canton, Massachusetts, Needham Electric has 24 branch locations throughout Massachusetts, New Hampshire and Vermont and national retail account offices across the country.

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