

WHAT'S YOUR METHOD?

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In a world that continues to screams 'faster' - 'faster', 'more' - 'more', how do you communicate to your clients? How many commercials do you see that tell you to follow their company on Facebook or Twitter? In the day and age of social media markets, text messaging and almost dead technology of picking up the phone, we all communicate differently. Here is a just a sample of what our consulting firm uses:

- Facebook
- Facebook Business Page
- LinkedIn
- LinkedIn Business Page
- MySpace
- Spoke
- Work email
- Personal email
- Email account for testing personal and work delivery
- Website
- We advertise on KSTP.com website
- FTP server to have files sent to me or for clients to download files
- AOL Instant messaging
- Windows Live Messenger
- Text messaging
- Blog site
- Email marketing
- Networking groups

Now the most important question- which one is the best? Our answer: all of them. You have to adjust to your audience. Our clients that need to have issues resolved will email our helpdesk, text our cellphones, check to see if we are logged to one of the many instant messenger accounts or pick up the phone and call. You might think this is all overkill and a lot of upkeep, but with today's technology we can update our website, Facebook, Twitter, blog site, email, text message, IM and many other available ways to communicate all from our cell phones.

Why do we do it? Because if you do not keep up with the Johnson's technology, you will get left behind. In addition, it is the easiest way to get your message out. A decade ago, it was about the amount of cold calls that you could make in a day for the one phone call that a potential client would say yes. Now it is about how many people can you communicate to in 30 seconds or less. With proper search engine optimization, you can be Google's number 1 choice in every search that someone makes looking for your type of business. A blog site allows you post topics for the people to have discussions on (remember when we use to have coffee and do this?). A text message allows you to get quick responses to questions you have. Social Media allows people to

know what your company is doing or specials that your business is running for the day, week or month.

Where do you go from here? Look at what your competitors are doing. Talk to your friends on what they use. Join different networking groups and listen to what those companies are using. Contact different consulting firms or agencies that can show you how to do it. One quick tip, almost everything listed above is free; it just takes some time to get it all in place. In pinch, call MP Integrated Solution where "We take Technology to the Next Level."