

Your Customers Are Talking ...are you Listening?



Article from Andy Wooles, WSI Marketing

As a business owner you have the immense potential to learn from what customers are saying about you and market yourself better. Someone, somewhere online is talking about your product or service; you may not even be aware. Whether or not your company or brand is mentioned, there are definitely valuable nuggets of feedback, information, suggestions and more that can help you interact better with your customers.

The "credible" sources of information today are customers, employees, user groups, wikis, and so on. It is no longer companies and the press. Empowerment and engagement are the driving forces behind the so-called 'social media'.

But what are they? Blogs, wikis, online discussion forums, virtual worlds and social networks such as Facebook and LinkedIn are all forms of social media. In a nutshell, social media is online media that users can easily participate in and actively contribute to.

This is perhaps the biggest reason why social media has gained such importance. It involves people and it gives them power – the power to voice their opinions and the power of knowledge that comes from gaining insights and feedback.

At this point you may be wondering, "Is my company ready for social media?" The answer is: "It has to become ready for it" – Use of social media has become the primary internet activity for UK consumers, and business needs to follow them.

So how can you get actively involved in social networking online?

Select the most useful online social media for your business. It could be an online forum, a blog, a review site, or any other.

Then get involved. By contributing and listening carefully to the voices on the Web, you can get real, unadulterated feedback. You could even get a peek into what your competitors are up to. All of this is invaluable information that can help you enhance your offerings and communicate more effectively with your audience.

And don't forget you can use social media to market and network with other businesses – so join the Best Of Chester group on LinkedIn.

For further guidance and assistance in making social media work effectively for your business, contact Andy Wooles at WSI today. As internet marketing consultants, WSI offer a diverse range of tools and services to benefit local businesses.

Information supplied by:

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