

## How is your company using Twitter?

**SOCIAL MEDIA** has become quite popular, but often businesses overlook Twitter for more common options like Facebook and LinkedIn. Early on we were intrigued by the possibilities and efficiency of Twitter. Our company was rewarded soon after launching our first campaign by procuring a \$100,000+ per year client, with a relationship almost completely cultivated on Twitter.



Andrew J. Allsbury

From a marketing standpoint, Twitter gives you an interactive distribution method to stay in front of thousands of potential customers with news, offers, video and more. By utilizing search filters, Twitter also becomes an incredible sales and customer service tool by allowing you to answer questions and resolve issues for your current clients, as well as monitoring questions and complaints from other potential customers in your service area.

Andrew J. Allsbury  
Vice President of Marketing & Technology  
Pro Power Clean Inc.  
Boise, Idaho

**MITCH MURCH MAINTENANCE MANAGEMENT (MMMM)** utilizes Twitter as a resource to make contact with our prospects and customers.

Recently, MMMM attended the IFMA World Workplace trade show in Phoenix and we utilized Twitter to help publicize our booth location. In today's business environment, it is imperative to make as many contacts with your prospects as possibly and when you can use different mediums like Twitter, LinkedIn, e-mail and direct mail, your message will continue to stay fresh. MMMM has also utilized Twitter to "tweet" exciting news like the St. Louis Cardinals winning the World Series and MMMM's role to prepare Busch Stadium for all games and events.

In our industry, it is crucial to remain in front of our prospects. On any given night, an incumbent contractor could make a mistake, and we want to be there as a resource for the prospect.

Domenic Palumbo, Marketing Assistant  
Mitch Murch Maintenance Management  
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Domenic Palumbo

If you'd like the opportunity to share your opinion, send an e-mail to dan.welton@tradepress.com

**FOR HYBRID CLEANING SERVICES** Twitter is a great tool that simplifies business-to-business and business-to-consumer communication.



Jessica Herrera

Twitter is a great addition to our company communications.

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Next month: What are your biggest challenges as you start 2012?