Like, Tweet It: Social Media and Contractor Lead by Kevin Beamer

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Social media websites are all the rage today. There is something in Facebook, Twitter, and other networking websites that attract billions of Internet users every day. Whatever it is, social media is one method in promotion you must exploit.

The trend today is to disseminate information just by clicking â€œShareâ€• or describing it in short phrases this is social media in a nutshell. A person who spends hours sharing thoughts over social media can share interesting content with his own network of people. Soon enough, those people will share that content with their own network of people, and so on. Give it some time to spread its influence and the whole world will be talking about it.

Imagine your business as the topic of interest in social media. Dozens of people will be clicking on â€œShare,â€• â€œLike,â€• â€œ+1,â€• or â€œtweetâ€• about it. After a while, you have a pool of potentia can endorse your goods or services.

For the most part, your partners for progress have an idea on how to harness social media for business. What if you let them take advantage of their knowledge on â€œlikingâ€• or â€œtweetingâ€• to pr your brand on the Internet? What will happen if you miss this chance just because of security concerns?

Perhaps that is why they call it a contractor lead: it is supposed to â€œleadâ€• potential customers to contractors. Social media plays a pivotal role in spreading these leads to the far edges of the social media sphere (if it even has edges). Social media lets your contractor lead travel faster and get the message to more people. However, because it changes as quickly as it functions, you have to be just as fast to seize the moment.

Business has grown more competitive for the past generations, making use of the resources a company has. Just as fossil fuel is â€œblack gold,â€• social media for business can be considered as â€œ gold.â€• Watch how your contractor lead: jumps from one section of the Internet to the next by taking advantage of social media.

It only takes a click for your contractor lead: to ingrain itself in the minds of millions of users of social media. For more information on how to take advantage of this abundant resource, Terri Griffith of Santa Clara University has an article about tapping into social media for business. You can access it on the Wall Street Journal website at online.wsj.com.

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