

P.C. Productivity

by

Michael Ericksen P.C

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-Michael Ericksen 847-605-1590 mericksen@me-pc.com

The Jobless Recovery

By now you have probably heard that the most recent recession started in December 2007 and ended in June 2009. If that is true, why is unemployment still so high? During strong economic times

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companies can hide inefficiencies in their processes and procedures, but when there is a downturn in the economy, companies must become lean and mean. Often investments in better technology yield a much quicker return than adding employees.

I recently met with a small business owner, with a business that had a great year in 2009 and an even better year this year. He was interested in seeing his company continue to grow, but was reluctant to hire additional people. The solution was to add bar code processing in the warehouse in order to process orders more quickly and more accurately. This will allow the company to process more orders with the same number of employees.

Where is your company? Are you positioned to grow? Do you have the tools you need to be successful? Why not let us in to do a quick review to help you get the most out of your existing resources and identify areas where an investment in new technology can help you meet your goals.

Contact Michael Ericksen
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How can SMB's use Social Media for Business growth?

by Rory Cawley, Sage CRM Project Manager

Social media is useful for every type of business, small or large. Businesses can use it to enhance their reputation, to address customer or prospect concerns and to build trust. Social media enables businesses to engage in a conversation with people as a peer. The perception of a more personable, accessible, accountable business makes for more loyal supportive customers who rave to their friends about how good their products and services are.

Large companies have figured out how best to use social media to grow their business. Small and mid-sized businesses (SMBs) can emulate this success with a very low (or zero) budget.

#1 Local Social Networks

Services like [Facebook](#) and [Foursquare](#) allow businesses to create a list which shows their location and details of the services they provide. The social part is where customers are able to log a review, that others will read when deciding on, for example, a restaurant, hotel or DIY shop. Searches for businesses and services are based on a location, since these sites are used for businesses with a shop front.

#2 Facebook

A company [Facebook](#) fan page is like a company website but it allows you to build a community that wants to interact with you. Business can post messages, respond to fans' questions and thank them for their compliments. There are lots of ways to jazz up the fan page, running polls, making coupons available, installing free apps, posting videos, etc.

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#3 Twitter

A company Twitter account can be used to keep people updated about company news using a short message called a "tweet". Examples of a message include the latest product updates, service outages or new executive appointments. Like Facebook, you gain followers who are interested in your company. It's a very instant form of communication and people follow Twitter updates on the web or on their mobile phone in realtime. Currently, a lot of large companies make great use of Twitter. As well as posting tweets, companies can search for what people are saying about their company and products (or competing products) using a tool such as TweetDeck or Twitter search.

#4 LinkedIn

LinkedIn is like Facebook for businesses. You can register your company profile on the site and provide all the information about your business that anyone would be interested in seeing. As well as building a connection network, you can create discussion groups, answer questions from users, who could become prospects, host events or generate leads who you can make contact with directly through a LinkedIn search.

The Financial Times recently reported that 44% of SMBs questioned (700,000 small businesses with Facebook fan pages) had picked up new business through networking sites, compared with just 28% of larger companies. According to another source, recent research has found that 37% of technology companies check out potential employees' profiles on social media sites, such as Facebook or LinkedIn.

The opportunities are out there. Small companies like these are succeeding with social media. It's a low-cost way to promote your company and have one-to-one conversations with customers and prospects. It's simple to do and it will reap great rewards. So the message to all SMBs is, get out there and harness social media for business growth.

Article Link

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