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# **Effective Techniques To Actively Communicate With Your Leads And Prospects Using Social Networking**

Customers are the life blood of any business and communicating to them and hearing back from them is critical. Small businesses, just like many large corporations, can use social media to promote their brand and for customer relations. Online sites such as Twitter can be used to connect with customers and friends and to build a loyal following.

Facebook users share pictures, thoughts, and favorite books and foods with friends. But Facebook users can also share your photos and business information with their network of friends. Each friend has their own network and so its possible for your message to be shared among many more people that you could normally reach.

One of the great values that using social media tools can provide is promoting your business by word of mouth. A friend tells a friend and that kind of message is considered insider information and it more easily trusted. Also, with the ease of finding more information by just clicking on a web link, current customers and new prospects can be taken directly to an online information page.

When working out the home, it is always convenient to collaborate and interact with partners and teammates. Using your computer, meetings no longer have to be in person, many tools are available for virtual gatherings or sharing information. Work and social networks can overlap and you can share documents, idea, project status and pictures of fun family events.

Professional referrals and relationships have to be created and maintained for a small business to thrive. LinkedIn, an example of a work or business related social media tool, is a web space where networks of professionals can provide work histories and resumes, recent projects, business information and statistics. A business referral can be created by just sharing a link. Prospects, sales associates, professional association members and team members can be invited to join your professional network.

Another challenge that small or home based businesses face is being to able create a clear and recognizable brand. Large companies spend millions of dollars in advertising and public relations to help customers understand not just what the product or service is, but what values they represent and how people should feel about them. Social networking can give a small business access to a many more people and can gives them a way to share brand information in clear and personally relevant ways.

Creating a brand, a presence in the mind of your customers and prospects, can be created and easily maintained with Twitter and other social media tools. Reaching out to interested people in your network is as easy as sending a text. Reminders, coupons, events, anything you use to bring more value to your customers can be promoted and shared in an instant.

Every kind and size of business is scrambling to find the best way to tools like Twitter, Facebook, and LinkedIn to promote their business and their services. Even a small business can leverage the same technology to create a loyal and interested following of customers and prospects that want to know what you business is doing. Effective and regular use of these online tools can give someone at home doing business the same promotional advantages as a large corporation

Jeremy Colvin is an attraction marketing coach who specializes in helping home-based business owners brand themselves and [develop online marketing systems](#). He is an expert in attraction marketing, and works with entrepreneurs to get started marketing online. [Please visit](#) to learn how you can get started with your own online marketing system.

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