Get Connected with Social Media

Here’s a fact… there are over 250,000 new Facebook registrations EVERY DAY! Twitter has over 100 million users to date! If you’re in business, it’s time to take this seriously and learn how it’s being used to DO business. This is a captive audience begging for communication. Get connected.

Where there is traffic, there is the potential to make money. Build up your friend list, let your clients know that you’re now on Facebook and Twitter. Check out groups that have been created that relate to Salons/Spas (you can easily Search). Create your own Salon or School group, get your friends to join the group and then the communication will blossom!

5 Things to Know and Mention about Social Networking

1) Don’t underestimate the reach of information
When updating these websites, either personal or professional ones, please assume that everyone can see what you post….good and bad. If you wouldn’t write it on a postcard, then don’t write it on these sites.

2) The Diverse Opportunity
One of the greatest things about social networking is that it doesn’t discriminate because all you need is an internet connection. Everyone has access to so many different types of people from all different walks of life. These sites provide forums for not only reaching out to people in your immediate community but it gives the opportunity for that student living in rural Wyoming to interact with the seasoned technician based out of New York City…it’s fantastic!

3) Be Courteous
A colleague of mine put it best when she stated that social networking is like going to a BBQ. Be friendly with everyone, make introductions, don’t ask personal questions right away, get to know one another and build the relationship by routine socializing.

4) Don’t place all your eggs in one basket!
Social networking can enhance your business but it should be used to “build on” other communication and marketing methods, not replace them. To be honest, it’s important to get your toes wet now because before you know it, a 19 year-old kid from Georgia will have created an insanely creative new website making Twitter out of date….it’s how the evolution of technology works.

5) Keep your money in your wallet
Basic use of any of these sites is completely free. My suggestion to you would be to reach out to one of your more tech-savvy technicians help you out. I’m betting that they can have you set up with a beautiful looking site in a matter of hours guaranteeing at some point that it will lead to at least one new client for your business. I don’t know about you but I think it’s worth it.

Gerard McAvey is the head of Milady’s marketing team. He oversees all things marketing from print and electronic advertising, academic and professional marketplace initiatives to having an overall presence at conferences, training sessions and presentations. He has a passion for helping others implement technology to improve lines of communication in the industry.