

Squish Blogs!

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Jan 09

2009

[Isn't Social Media a](#)

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Posted by [nicki](#) in [social media](#) , [sea](#)
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This is a question that many people ask. Isn't social networking for singles looking to date? How in the world can spending time talking to people online help my business is another question that is asked quite often.

As someone that is very active in various forms of social media, it is very easy for me to say that it is not a waste of time, but it's also sometimes difficult to express to those that are not active online, the importance of social media. My online network is even stronger than my offline network. Does that mean that I don't know my online network offline? No. It means that I know a lot of very helpful and intelligent people online that I may have met, but also many that I have not met in person.

What's the purpose of communicating with people online that you don't know? That's another good question. Have you ever had a question about a project that you were working on that after searching for hours, you still couldn't find the answer to? So have I. Not any more though. Because of the care that I give my online activity, I have formed a network of hundreds of people that specialize in many of the issues that I am faced with. Within minutes of posting my question to either Twitter or Smaller Indiana, I have answers to my question from up a minimum of 5 people! Simply amazing.

How do you get business from talking to people online? Seems like a waste of time online, just chit chatting... Another good question that a lot of others are asking. When you provide valuable information to your network, you become known as an expert in your field. You are also looked at as a resource, and you stay fresh on people's minds. What does that do though? Good question... i.e. When you think of meeting for coffee, what's the first place that comes to mind? Starbucks by chance? If you are communicating online with people, they will have you in mind if they hear of someone needing a service you provide. Word of Mouth is the most powerful form of marketing. You are more likely to buy from someone that you were referred to, so think of that in the reverse.

Isn't it expensive? No. Most platforms are absolutely free. Really? Yeah. They require TLC. They require YOU. As with everything, you get out of it what you put into it. Remember that. Post information that doesn't necessarily promote your service, or force sales on someone, rather post information that shows that you are an expert at what you do. Be a resource. Be found in search engines for services and products that you provide. Blog about them. Answer questions about them. You will be the expert. You will get referrals and business based on it.

And finally, blogging. But, I don't like to blog. I don't like to type. I don't like to sit down and think about what to write. I don't have the time. Good arguments... Have you considered a video blog? If you have a web cam, or a camera on your phone, you can do video blogs. I recently suggested to a potential client that was on the road a lot that he mount a small video camera in his vehicle, so that while he's on the road, and is spending time away from the office, that he can record videos about interesting topics relating to his business, that can be edited later, as he's driving. Wouldn't you agree that some of your best thinking is done on the road? (or on the commode, for some. :-)

Think about the things written here. If they don't make sense, let me know. I'll be happy to explicate anything that you have questions about.

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