

Concept Marketing Asks Clients to Stop Talking So Much on Social Media

Concept Marketing, a local Perth marketing agency that specializes in small to medium sized businesses with revenue of 2 million+, is encouraging clients to limit chatter on social media. “Businesses have a greater opportunity than ever before to have a two-way conversation with their clients,” said Mark Da Silva, the owner of Concept Marketing. “But it’s easy to turn them off if you don’t know how to have a real conversation.” Recent reports show that 70% of the internet population is engaging with the social media platform Facebook, with Twitter and GooglePlus also developing consumer engagement. According to DaSilva, consumers can capture that audience by limiting the majority of conversation on social media to relevant, information-centric exchanges. “At a cocktail party, you don’t spend much time talking to the person that only wants to ramble on about nothing,” said DaSilva. “You want to talk to the person who can share information on topics you’re interested in. The same holds true for social media.”

About Concept Marketing: Concept Marketing is a locally owned and operated marketing company bringing fresh ideas and a vast depth of experience to the Australian market. From corporate makeovers to web site development, graphic design, full colour printing and just about everything in between, we have the technical skills and real world experience that enables you to reach and communicate to your target market quickly, effectively and positively.

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