

# How to stop worrying and love social media

## People are talking.

They're discussing, debating, sharing, referring and informing. Some of them are your customers; even more of them could be.

So don't just sit there, say something. Converse. It's never been easier, and heaven knows there's no end of venues (like Twitter, Facebook, Delicious, LinkedIn, MySpace and blogs, to name a few).

But therein lies the rub, doesn't it? Where to go, what to say, and when? And hey, let's not forget ROI (we are talking business, after all).

Here's a thought. Get some help and develop a plan. Not just any plan, mind you, but a social media plan that fits with your other plans so it looks and feels like one big master plan. And plans are great. We're big fans of plans here at Hall Interactive.

This particular one is called Ripple - by the way - and you'll be happy to note that it's been designed specifically to help you build your brand by strategically engaging in the above-mentioned social media. Even better, Ripple has been developed by an experienced team of people with various disciplines that share one common and all-important attribute: they get it.

The way you sell and the way people buy is changing, and change is our domain.

For more information or to arrange a presentation, call Justin Ogglesby at 519 672 2713. (twitter: @just\_inTime) [www.hallinteractive.ca](http://www.hallinteractive.ca) (twitter: @hallassociates)



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