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Tweet your way to Success

NSDESIGN and Renfrewshire Chamber of Commerce have teamed up to help businesses “tweet” their customers right and stand out from the crowd.

The award-winning e-commerce consultancy is running a series of workshops in partnership with the Chamber aimed at helping other local companies take advantage of social networking.

Twitter devotee and Managing Director of NSDesign, Gary Ennis, is a long-time advocate of social networking sites.

He said:

“From national telecoms and insurance giants to local farmers and pizza companies, a clever Twitter or Facebook campaign can help improve sales, boost your online profile, deliver first class customer service and a whole lot more.

“It’s not just the big companies with millions to spend on PR that are getting results from Twitter – local companies are benefiting too, using it to engage directly with their audience on a more personal level yet still measure results.

“The workshops aim to guide people through the different kinds of digital marketing that are available and explain the pros and cons of social networking sites and how they can be of benefit to businesses.”

Radio Clyde DJ Colin Kelly has worked closely with the team at NSDesign over the past few years.

He said:

“A few months ago, sites like Twitter and Facebook helped give me an edge over my competitors. I got to know interesting people, and got tip offs on big stories before they hit the masses.

“Now, social media is an essential tool for my job. Business is done on those sites, listeners are won, reputations enhanced. I’m certain it’s important in all

fields as well, and there's no one better to help you get to grips with it all than Gary and the team at NSDesign.”

Laura Mills from the Chamber of Commerce said:

“We are delighted to be working with ROCCO Awarding winning NSDesign to deliver this series of workshops. Social Networking is fast becoming the way to market your business and these workshops are a great introduction”

The series of workshops kicks off with “Embrace the Space – Social Networking for Businesses” on Friday the 18th of September.

Gary added:

“With an estimated 18 million Twitter users by 2010, and a staggering 200 million current active Facebook users, businesses really cannot afford not to dip their toe into the social media pool.”

For further information or workshop dates contact Gary at NSDesign on 0141 585 6390 info@nsdesign.net or www.nsdesign.co.uk

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