

Are You Dropping Your Online Connection?

by Jane Wurwand

Admit it: as time-crunched as you are, you always find time to be online. And if that's true for you, that's true for your clients! From businesspeople to stay-at-home moms, everyone's connected – especially with hand-held devices that fit in the palms of our hands.

Business success is strongly defined by social and microblogging uber-sites such as Facebook, LinkedIn and Twitter. Just look at Whole Foods and Apple, who have hundreds of thousands of fans online.

Over 321 million people are on Facebook, and 86% of online users use the Internet to find local businesses. These are potential clients with skin problems you can help solve! It's time to stop resisting the online connection and traditional marketing with a strong online presence for a one-two punch.

5 Things You'll Gain By Going Online

- Solve the eternal problem of crossing the generational divide! Teens and people ages 25-34, 35-49, and even 55-64 are connecting on these sites.
- Grow your circle of clients beyond your neighborhood – even reach new clients globally!
- Have a last minute cancellation? Post it on Facebook and never cold-call to fill that spot again.
- From promotions to feedback on favorite products to stock, a quick message on Facebook offers instant – and free – feedback. No postage necessary!
- Join the conversation with your peers to improve your business. IDI's group on [LinkedIn](#) is a targeted forum for professionals just like you, click here to join. Also find us on facebook, facebook.com/dermalinstitute.