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 Resources: Money B2B Services Marketing Education Events/Catering Dining Health Nonprofits Women Neighborhoods Commercial Property
 OCM News Ticker less rates ... VIDEO: Best Companies to Work For 2009 ... O.C. office, industrial markets see shrinking gap in asking, bidding prices ... Sales

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 Top Stories
 Movers & Shakers
 The Blogs
 Business Network
 CEO Centerfold



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July 2009

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

Add an event

FEATURE STORY

Twitter: a business tool you can't live without?

The latest social-networking craze has captured the attention of ranking professionals, who say it's much more than a fad.

BY NURAN ALTEIR
 Published: July 01, 2009

First there was MySpace. Then Facebook and LinkedIn. Now Twitter is taking the world by storm. It's a chance for people to connect – with hundreds, thousands, even millions of "followers" – by sending out short "Tweets" about everything from a favorite lunch spot to the launch of a new company venture. Some people use it for fun, but these Orange County CEOs and professionals say it's a must-have business tool.

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Stuart B. Blake
 The General Counsel LLC
 @generalcounsel

"I use Twitter as part of our marketing plan for brand development, building relationships, sharing content, debating topics and making helpful introductions."



Steve Churm
 Churm Media
 @SteveChurm

"Marketing today is complicated. It's harder than ever to reach and retain your audiences. Twitter is another tool to share information in quick, succinct bites. It's not the primary channel for promotion. But it's important and growing, and business owners should pay attention."

Bryan Elliott
 SoCal Action Sports Network
 @bryanelliott1

"One of the best analogies I know about social networking is that networks like Twitter, Facebook, LinkedIn, etc. are like going to parties. One advantage different from a normal party you attend in person is that social networks obviously let you meet more people, and geography is not a barrier. I've heard many people say Twitter is a waste of time, but if your customers are there, why aren't you?"



Tom Ferry
 yourcoach.com
 @coachtomferry

"Not using Twitter today is like turning your back on the cell phone or fax machine 15 years ago. I use Twitter to be connected and stay relevant."

Name: George Futris
 Company: Yiallo Enterprise
 Twitter name: @Yiallo

"I use Twitter to promote news from my customers as well as new items from my company."





Name: Kenneth L. Jones
Company: Lyndon Group
Twitter name: @LyndonGroup



"We're looking at (Twitter) as a great way to build a network community with clients. It's a good way to distribute and share things in real time."

Name: Jennifer Nichols
Company: JMH Promotions
Twitter name: @JMHPromotions



"It's beneficial because it drives people to our Web site. You can monitor ... I guess you could say the amount of traffic back to your Web site. It's pretty much a way for us to get people aware of JMH Promotions. It's also a good way to find events and promote your business."



Name: Rich Sherman
Company: Omega Events
Twitter name: @Omegaevents

"The primary goal in joining Twitter was to creatively promote our events, and we have found that the fans who buy tickets to our events have enjoyed the "behind-the-scenes" angle that instant updates can offer – a fun way to build some hype."

Name: Vincent Yancoskie
Company: Wired-art
Twitter name: @Wiredart



"If you use the correct keywords, depending what the majority of people are twittering about, then people all over the place can see your post by searching for a popular topic."

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