

PRESS RELEASE 11th September 2009

Twitter to replace email marketing

Despite the lowering costs and accessibility of email marketing, many businesses are now looking at Twitter as an economical substitute, according to Deborah Collier Chief Strategist at e-business consultancy Echo E-Business.

Ms Collier explains “Email marketing offers a channel to directly target subscribers, however the return in investment, particularly for smaller businesses is still fairly low in comparison to other media channels. The biggest email marketing value for many businesses, particularly in the B2B markets, is in relationship and brand building over a period of time, supporting the overall sales process – Now we have Twitter to do that, and its free”

“From restaurant bookings to product launches, Twitter has now become a de facto tool, not only for relationship building, but also sales” says Collier

However, it is not just the small companies that are cashing in to the potential of Twitter. According to June reports from Dell Computers, they generated \$3m in sales from Twitter (Internet Retailing Magazine)

Echo E-Business, a consultancy that has developed social media marketing strategies for organisations globally, advocates Twitter as an essential element of any Internet marketing strategy.

“Its important to remember, however, that it’s not what tool you use, but also why, how and when to use it. With any strategy it’s important to ensure that you are in the right place at the right time, and that your message is communicated effectively”, adds Collier

Echo E-Business recently posted a recent Customer Engagement workshop alert on Ecademy. Within one hour, a member of IBM advocated the workshop in a Tweet to his network. An IBM Twitter follower subsequently contacted Echo E-Business. “This is the power of Twitter”, says Collier “the ability to advocate others, and have them advocate you – And it costs nothing, just time and know-how”.

“Online strategies are now an absolute necessity, even for the smallest or most traditional of traders and for e-businesses looking for levels of engagement unmatched by traditional media. The problem is that most businesses are still struggling to get to grips with Twitter, and understand it’s real value” explains Collier.

In response to this dilemma, the team at Echo E-Business are supporting businesses through the increasingly complex social media maze. Collier believes that with the right guidance and training, businesses will be able to embrace a wider range of tools confidently.

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Notes to Editor

E-Business Strategist Deborah Collier is the managing director of Echo E-Business, a consultancy specialising in e-business, digital strategy, e-marketing and management.

Echo E-Business' team of technology and marketing professionals are e-business architects helping organisations to build, enhance and market their online presence.

Deborah specialises in strategy and training for e-commerce, digital branding and internet marketing. She has 13 years experience supporting, advising, training and developing online strategies for both SME's and Large Corporations such as PriceWaterhouseCoopers, John Lewis, Kenwood and the Landmark London.

She runs an e-business advice column, which has more than 2,500 subscribers, and developed a thought-leadership article on e-business strategies in collaboration with PriceWaterhouseCoopers, John Lewis, Linden Lab, Cancer Research UK and J.P. Morgan.

For more information visit www.echoebusiness.com.

For all press enquiries please contact Deborah Collier on 0208 123 6357 or email deborah.collier@echoebusiness.com