The IT Companies Guide to Make It on Twitter by Karoll Gomes

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Gathering interest and gaining followers on social media is tough â€“ even tougher is keeping them engaged, active and interested. Imagine the effort involved then, in attempting to make a hit of your Twitter pageâ€¦ if you are an IT support business. Most people want their â€˜IT guysâ€™ to be nothing mo than comprehendible, reliable and efficient. Whilst personality in IT can be a nice bonus, it is rarely expected or even thought about, yet twitter carries the same potential for IT as it does for any other business. Twitter can be an active ingredient in client retention, acquisition, upsell and more; so naturally, IT businesses are giving it a try.

You only have to type IT support London into google to know it is a busy market and standing out against a big crowd online is difficult, but twitter can help. A comforting fact to those that are relentlessly trying to retain and maintain followers for their unexciting â€˜IT solutions Londonâ€™ account i that a live twitter feed can add an aspect of personality to a website and can thus potentially place one IT support in London ahead of another in the mind of a potential client. This means that IT solutions can still make the most of a twitter without the followers. However, if an IT company has an abundance of clients, there is no reason that they shouldnâ€™t be connected on Twitter. An email campaign to clients highlighting Twitter as the main topic will draw attention to this â€“ but will not be successful at gaining followers unless clients are given a reason to follow.

This is where the idea of strong positioning comes into play. It doesnâ€™t matter how many clients an IT company has, how great they are, how many USPâ€™s they have â€“ if they step onto Twitter without a positioning tactic, they will be wasting twitter as a platform for engagement. IT arguably has a stereotype attached to it â€“ and itâ€™s not necessarily an interesting one, so having a positioning allows companies to give their clients a reason to follow them. Some positioning ideas for an IT company include offering a 9-5 Q&A service through twitter allows clients to ask any IT questions they may have throughout the working day (though bear in mind that this may require extra effort for businesses who have a great deal of clients). Some of the â€˜negativeâ€™ stigma attached to IT can actually be turned around and become engaging, interesting positioning tactics. Think â€˜the IT crowdâ€™ and play on the â€˜nerdyâ€™ vibe with gadget of the week, and tweets in binary code. Or go down the apple route and piggyback off cool tech products, patent wars, new apps and anything of-the-moment.The nosey side of human nature means that people like to view pictures â€“ if fun things are happening in the office, take a picture and tweet it, a good selection of photos guarantees at least a few minutes on twitter. Finally, think of a better name than â€˜IT support Londonâ€™ or â€˜IT solutions Lon

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Karoll Gomes has been a journalist for over 5 years, and is currently focusing on blog articles about a IT Support In London. With offices becoming even more reliant on their computer network systems than ever before, Gomes writes about how to find the best a IT solutions in London for your business.

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