**Business communication and social technologies**

Communication is the most important skill any leader can possess. Communication inside and outside your business is what can determinate their future. We want to talk about the business communication either for the potential or actual clients. Regarding to them is important to use as most of communication paths to keep contact.

Nowadays, is very common for our society to have an smartphone –especially for the youngest one-, and it is shown that most people are using mobile devices to buy, sell, shop, find local businesses, and share their retail experiences with friends or Facebook strangers every day.  This new paradigm has completely change communication managers’ minds . However we should not forget the importance of traditional mass media focused on the elder population and highly related with our day to day life.

Due the magnitude of the new social technologies and the conventional one, let see some tips to get an appropriate communication plan for our business.

**Think about the strategy**

Business communication cannot be taken lightly. A communication plan with a deficient quality will give the results that business expects which it means, the benefits that business wants. Having a specific objective is basic to avoid wasting time and effort.

What can we do to craft a goal? Which steps can we follow? Well, first of all we should agree what we want to communicate, that is, which product, service or value we want to promote. Secondly, we should wonder who would be the potential target.

Afterwards, it is time to consider different ways that we have to launch our message. Regarding to traditional mass media it would be relevant to sign which one is more suitable for our target. For example on a radio campaign we should evaluate the chain of the radio that fits better. Concerning new technologies, the evaluation must be similar; we should analyse the profiles of different social media or web pages.

**Social technologies for generation Y (Millennials)**

Nowadays, if a vet is necessary for example, it is as simple as search in Google “vet close by”. Being on internet does not seem an option, because is something crucial for business success.

Moreover, Internet has drastically reduced the time requires to transmit information. The immediacy is a key point in our society, some studies shows that even the time that a page can take for being open influences the visitors traffic.

We could think that being on internet is especially important if our target is young. It has nothing to do with. Currently, most people have smartphones, we only should investigate which kind of page do they visit and promote our business there.

* **Social selling**

Social tools should be used to establish real relationships with customers. Building real connections based on social media is a challenge, but it is worth it.

Social selling relies on creating an authentic connection; otherwise, social tools should be used to establish real relationships with customers, not to just push product. You have to build real connections with your prospects and, like in real life, relationships centre around similar values or demographics. Facebook, LinkedIn, Twitter or even Instagram attempt to enhance their own business image for potential customers or clients.

* **Sales strategies**

Communication has an objective: selling. Having a beautiful web page with an efficient product it is not enough for catching potential clients. Some tips for increasing sales could be highly related with the analyses of your web page.

Some app could help us to measure the costumer behaviour in our web page, related with the time surfing. It is important for them to have a good explanation of the product with a logic organization of the web; moreover, see the prices at first sight and the purchase bottom; indeed it can be useful to have contact form to allow the costumer to receive the last updates.

**The relevance of traditional mass media – finding equilibrium**

how to find equilibrium between traditional mass media and new social one?

There are some pros and cons that we should consider. On one hand, as far as the price concern, most of the times traditional mass media advertise is a bit more expensive; however, we could contact with local mass media with are always cheaper and closer to our potential costumer. Regarding to closeness it is important to consider that traditional mass media has the ability to reach a broader target audience.

On the other hand, depending on our target, internet is the natural milieu of most young and adult people. They are surfing most of their free time, knowing where to put that advertisement is otherwise a challenge.

**Evaluation and correction**

The way of measure results on internet can be through Google Analytics. It is a good way to know more about our clients and their behaviour in our web page. The conclusions could arrive since there; moreover we could create conversion funnel analysis to see how many people have bought or how many of them have left the pages. Using these tools we could improve our web.

The measures for traditional media are a little bit different. You can check the audience of different mass media, or where your advertisement has been placed. Therefore there is no an exactly way to know how many people have seen or are interested in you promotion. Just waiting and looking for real results that are materialized in sales, again.