



**CC Communications, Inc.**  
205 Regency Executive Park Dr.  
Suite 100  
Charlotte, NC 28217  
p. 704.543.1171 f. 704.543.9886

[www.cccommunications.com](http://www.cccommunications.com)

As seen in **Greater Charlotte Biz Magazine, bizXperts**, May 2009

## **Building an "Instant" Customer Communication Channel**

Author: William H. (Kip) Cozart, III, CEO, President, Co-Founder

With over 7 million Twitter.com users in the U.S. and climbing fast, businesses are rushing to find new and innovative ways to tap into this emerging instant communications channel.\* The basic premise behind the use of Twitter revolves around posting of a series of 140 character-length text responses to the question: What are you doing?

Surprisingly, answers to this seemingly simple question can be remarkably diverse and impactful to a business's bottom line. With each new "micro blog" (called "tweets"), customers may actively monitor your postings and encourage others in the busy Twitter social network to follow along. Within this framework, your content is rapidly exposed to a highly receptive, pre-qualified group of "followers," who tend to read and react to new messages almost immediately. Tweets are short, simple and to the point. Moreover, Twitter postings avoid the clutter that typically clogs today's more common email correspondence. There are numerous ways you can move your business onto the fast track with Twitter...*Think "MICRO."*

*A simple idea with lots of small but powerful uses, consider some of these uses for Twitter:* **Sales Promotion:** announce exclusive VIP sales events, promote just-in-time service opportunities, post discount codes that can be redeemed within your online store, link to printable coupons, offer incentives for sales referrals, and advertise "sneak preview" events. **Public Relations:** distribute micro "news releases", describe ways customers are successfully using your product, post customer testimonials, and promote community events that your business endorses. **Customer Service:** welcome new customers, post answers to frequently asked questions, or present day-by-day countdowns leading to the launch of new services. **Human Resources:** announce new job openings, congratulate staff members on professional accomplishments and milestones, and acknowledge team members who go beyond the call of duty.

*Keep it simple.* Determine what single, specific type of information would interest your audience members most, while also benefiting your organization's bottom line. Clearly define your content with a strong Twitter "user name" (Hint: Your 15 digit "user name" also serves as the "title" of your micro blog).

*Keep it timely.* Post tweets with offers and announcements that are extremely timely and pertinent to your group's primary interest. Incorporate a strong degree of urgency within the message, leveraging offer expiration dates and limited quantity statements. Post new content frequently and on a consistent schedule.

Setting up Twitter is quick, easy and free. A step-by-step guide is available at Twitter.com. Try it out.

Join our Twitter: <http://www.twitter.com/WebDesignDeals/>.

\*U.S. Twitter users increased to more than 7,000,000 in Feb-09, according to Nielsen Online Research.

### **About the author:**

As one of the region's earliest pioneers in the field of online communications, *Kip Cozart*, along with CC Communications owner/partners *Russ Husky* and *Loretta Cozart*, has consulted with hundreds of businesses and organizations to enhance and produce effective web, email, multimedia marketing initiatives and business process improvements for more than fourteen years. Contact [kcozart@cccommunications.com](mailto:kcozart@cccommunications.com) or call CC Communications at 704-543-1171.

**S m a r t . B o l d . T r u s t e d**

Internet Strategy | Web Design | Custom Programming | Exclusive Web Tools | Web Video