

Cool Samples Off the Press



Don't Leave "Social" Out of Social Media

Great Content Needs Great Relationships

A friend of Midtown recently shared an interesting experience.

Our friend—John—had just discovered "Words With Friends." Through his smart phone, he started a game with someone he had met nearly 30 years ago, but had not seen in about 20 years.

Midway through the game, the friend sent John a message that stopped him cold: "I'm so glad we have reconnected this way!" the friend wrote.

"Reconnected?" John thought. "Really?"

As John had discovered, the line between electronic interaction and social interaction blurs with each email sent, each website visited, and, yes, each game of "Words With Friends" played.

It is tempting to think that because we've spent hours developing "content," tested it with focus groups, and posted it prominently on a website or on some social network that we have reached the customer—but it doesn't replace direct personal contact.

In reality, all the technology we have literally at our fingertips is no substitute for real interaction—a cup of coffee, a phone call just to check in, a brochure or flyer placed directly into the customer's hand.

These are the interactions that have impact and lasting value in our business relationships. A great website or clever "Tweet" might get the customer to open the door, but personal attention beckons them in.