

## January/February 2010 Issue

### **How does using social networking benefit your business?**

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Businesses increasingly use social networking, especially websites such as Facebook and Twitter, in their company operations. Water Garden News asked pond and water garden businesses if they use social networking and about the results. Here are their responses.

Courtesy of Cioli & Hunnicutt/BowTie Studio

"We've found that Facebook is a good method of adding personal contact to our customers."  
Keith Folsom, Springdale Water Gardens, Greenville, Va.

"My wife, Gloria, is active on Facebook and Koiface. I've seen more benefits in updating our websites -- content as well as monitoring our metatags and keywords -- and seeing what's hot and what's not."  
Dave A. Jones, The Pond Professional, Atlanta, Ga.

"We support several consumer forums and our blog. We use these forums to promote education for pond owners and the industry. It maintains our credibility because we are not trying to sell products on the forums."  
Gary Jones, Mars Fishcare North America Inc., Chalfont, Pa.

"We've been pretty strong on Facebook and Twitter. Our e-mail blasts might increase our credibility, because most companies, especially the larger ones, are doing social networking now."  
Jason Blake, AirMax Eco-Systems Inc., Marine City, Mich.

"On Facebook we post all of the design projects we're doing, and then customers can follow them. There's precious little opportunity to see projects evolve. It's a greater way for customers to feel connected to your store."  
Anita Nelson, Nelson Water Gardens & Nursery, Katy, Texas

"Facebook offers a great way to upload past and current projects so potential clients can check us out. They also can read comments that people leave about our work. I update a Blogspot blog and recommend that clients check us out there. We also follow blogs and see what other companies are doing."  
Dan Put, Put's Ponds & Gardens, Chesterfield, Mich.

Talk to Us... Best Event Ever

What was the best koi, pond or plant event you put on or attended? What made it so memorable?  
E-mail smeyer@bowtieinc.com with YSI in the subject line with your ideas by Jan. 19, 2010. Selected responses will be published in an upcoming issue.