

# **SOCIAL COMMUNICATIONS STRENGTH, IS LOCAL USAGE ON A NATIONAL & GLOBAL SCALE**

Information is at the central part of life, especially in business, we cannot live without knowing more with that insatiable appetite for more from today's technological social knowledge tree.

Be it known there are many who never follow through and actually digest the supplied information/data passed to them through the written word, visual mediums and social media interactions! It is all about taking advantage of the information.

Forgive the short preamble, but being a company with over fifty years of gathered and retained '*life experiences*', we shall condense and guide you to the main points for important time consumption's sake.

In fact, it is not the company, **CommSmart Global Group, a LexisNexis Risk Solutions Partner** that can help you, companies, are but just dumb names who cannot do a thing for themselves, it is the people within with their capabilities, insight, communication skills and perceptiveness that are the crucial key.



Believe it or not, in this technological gizmo world, it really does come down to people, *real people*, not programmed holograms of espoused opinions and '*one size fits all*' solutions or promoted so-called excellence, which believes it is their inalienable right to sit in the captain's chair for a while, to live out their days until they retire.

Each of us has two ears that we listen with, some do use them and yes, many never retain the received content and are not willing to know that in this great big world, there are people who can evaluate, work outside of the box and implement change with the understanding that it will be shared and used successfully.

You know now we are direct and sincerely serious about communications and here to work alongside you to make that change in your abilities to communicate in this *oh so* ever-changing world. Yes, it is about how we connect, how to disseminate usable quality information for potential and current customers/clients.

A few years ago social media was thrust upon us and only the *young ones* embraced this radical communication tools. Not anymore, it is across the board '*fingers and thumbs*' extravaganza of fast moving characters, that when assembled and used correctly, is social communication circle of stimulation. Today it surrounds us and is not going away. *Time to climb aboard!*

The Smartphone has changed life for all of us and these powerful hand-held computers have so much to offer, without having to really lift your '*fingers and thumbs*' too high! 76% of all mobile phones are Smart and reachable by your company and the user, who wants compliant driven information to make the thousands of decisions made by them and for them each day.

**Social marketing** is a means to connect with customers and clients. Everyone wants to be '*friends*', a '*follower*' or a '*connection*' and be part of life and not be an outsider, they want to be '*in the know*'.

**SOCIAL IS LOCAL**, people trust their friends and connections as a true search engine, rather than Google or Yahoo. You know that recommendations go a long way from perceived close by friends and connections!

**It is all about Words, Graphics and 'LIVE' Video socially delivered consistently.**

Our **Digital Dialogue** expertise is more than just *'fingers & thumbs!*



Societal marketing has only one meaning, which is the consideration of the wider social aspects of marketing a particular product to a particular group. It is, therefore, an aspect of ethical marketing.

It is the **Art of Possible** when instituted it becomes a daily part of your marketing department. No matter what size your company is, social media interaction is achievable for all, it is a social communications revolution,

which must be understood from the top down and bottom up of the corporate ladder. We leave no one out of this important communications chain.

Attached are some marketing and background information for you to peruse and why we must meet, either electronically or a table top meeting, for us both to understand your company from your own words and not just our perception.

Then we can work alongside each other for the common goal.

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