



AlturaSolutions Communications Embraces Social Media Marketing

Downturn in the Economy Sparks Greater Interest in Social Media Marketing.

Chicago, IL, July 28, 2009 --(PR.com)-- [AlturaSolutions Communications, Inc.](#) a Chicago-based communications company serving clients in the professional cleaning and building industries, announces its new social media marketing practice, allowing it to better serve clients through the use of new social media venues.

The practice, which will be an add-on to the company's traditional communications services, involves optimizing the use of such sites as Facebook, Twitter, LinkedIn, StumbleUpon and others for the company's clients.

AlturaSolutions is also developing its own social media “dashboard” tool to “get people talking about our clients and their products,” says company President Robert Kravitz.

According to Kravitz, consumer-focused companies such as Dell, Southwest Airlines, Starbucks and many others have been very successful using these new mediums. Now business-to-business companies, including some in the jansan industry, are benefiting from them as well.

A recent article in ISSA Today Magazine (May/June 2009) discussed social media issues; other trade publications have also featured such articles and some have even started their own social media websites.

“The focus with social media sites is not necessarily to just 'talk to' site visitors, but to 'engage in' a helpful dialogue with them,” says Kravitz. “This includes both supporters and critics of a company and its products.”

If done correctly, these dialogues can re-enforce the positive views supporters hold about a company while also changing the views of its critics.

“These people in turn become third-party endorsers [of a company] by providing word-of-mouth recommendations on social media websites, which can be very powerful,” says Kravitz.

He also believes that the downturn in the economy may have actually sparked even greater interest in these sites.

This is because jansan businesses “are looking for every edge they can get to build their businesses and manage their brands,” he says. “This will supplement advertising and traditional PR, but we can expect [social media marketing] to grow significantly in the coming months.”

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About AlturaSolutions Communications, Inc.



AlturaSolutions Communications, based in Chicago, IL is a communications, public relations, consulting, and marketing firm, working specifically within the jansan, hospitality, school, and building industries. The company may be reached at 773-525-3021 or by email at rkravitz@rcn.com



Contact Information:

AlturaSolutions Communications

Robert Kravitz

773-525-3021

rkravitz@rcn.com

www.alturasolutions.com

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