Missing opportunities

Are you truly making the best use of the many marketing opportunities out there? Probably not. This is understandable since there are so many things we can do and only a finite amount of time and staff to do it in. However, there are some opportunities that you SHOULD NOT be missing out on. These are:

- Responding to your emails
- Tracking your mentions on the Web and social media
- Responding to social media mentions
- Following up when necessary

Let me provide you with one example of a really big missed opportunity. A couple of weeks ago, I wanted to visit a coworking space in Baltimore. I sent an email to see if I could just drop by. It took someone there more than 24 hours to respond (the answer was yes, just come on by). With that in mind, I did just that. I was welcomed and given a spot to sit. I tweeted about it. No one responded, even a week later. No one asked me for my card or information. In fact, no one said much of anything. There was absolutely no follow up. Even though I believe the coworking space offers a great convenience and is a wonderful concept, I think this particular one won't survive. They are missing opportunities to engage with potential customers, and they are doing nothing to market themselves.

If we've learned anything about social media and the Internet, it is that people expect a response (most expect an immediate response). My website host is on Twitter, and if I tweet them, they certainly respond. Why? Because they realize that it is giving them an opportunity to engage with a customer and try to fix any problem that is happening.

When you don't respond to what is being asked of you or being

said about you, you are truly missing an opportunity. Social media makes it easy to find out when people are talking about you. Perhaps you can't monitor it all day, but do it once a day and make sure to engage.

If you want to make the most of easy opportunities, track and respond, and do so sooner rather than later. What are you doing to make sure you are responsive?