

## Are You A "Tweeter"?

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The evolution of the web from basic design, to concentration on content, followed by a community path and now to worldwide conversation, has naturally thrown up services that allow all of us to speak to each other 24 hours a day.

And that has led to the development and the mind-blowing success of Twitter, the free online service that allows messages to be sent to hundreds - or even millions - of people at the same time.

Whoever the message - or tweet - goes to receives an alert each time either to mobile phones and/or computers.

In the 'proper' definition, Twitter is described as social networking and micro-blogging and has become the forum for gossip and the general communication tool for mundane everyday ramblings that keep individuals in touch with each other.

It doesn't take a big step in the evolution pattern to grasp the concept that it could also be used for companies to keep in contact at all levels and to sell a corporate marketing message.

Qasim Majid, chief executive at Integrous, said: 'The benefit of Twitter is that each message has a maximum of 140 characters. That means that instead of long babblings, it forces the sender to keep the importance of the message to the bare essentials.

'Companies are finding that they can share information in a short, sharp succinct manner and marketing departments are increasingly promoting products and services briefly with maximum effect';

Twitter is ranked as one the 50 most popular websites worldwide with an estimated 55 million monthly visits of which six million are unique.

Qasim said: 'With those kind of figures it is not difficult to see why more and more companies are using Twitter for various corporate operations.

'To keep its clients in touch with what's going on in the global markets, Integrous can help with the design and set up of Twitter processes';.

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