

Nixon Virtual Strategies Boosts Business in NJ with Social Media

While waiting for the economy to rebound, many business owners have put a halt to their marketing efforts. Nixon Virtual Strategies comes to New Jersey's rescue with social media strategies that work!

FOR IMMEDIATE RELEASE

Carlstadt, New Jersey, October 16 – While waiting for the economy to rebound, many business owners have reduced or altogether put a halt to their marketing efforts believing they won't pay off while consumers continue to tighten their purse strings in the midst of a recession. Fortunately many recognize that this is the best time to invest or reinvest in marketing and at no time before has social media been the answer to many business owners' dreams.

Patricia Nixon, Founder and CEO of Nixon Virtual Strategies, addressed this issue with prospects and quickly began her campaign to boost the visibility and patronage of businesses right in her own backyard. By pitching smart social media usage and sharing her own success with LinkedIn and other social media platforms business owners took note. Says Nixon, *"Awhile ago, I wrote a discussion on LinkedIn and the Managing Editor of Forbes magazine contacted me. Not only did he request excerpts to use for an article, he also invited me to lunch and gave me a tour of the studio."*

Today, Nixon uses the same strategies that worked for her to promote her clients' businesses and it's already paying off. *"One of my clients,"* she says, *"had over 700 unique visitors the first month we started the campaign. That may not sound like a lot, but when those visitors show up and then review the business on sites like Yelp, that's phenomenal for both the client and for me."*

When asked why it's so important to her to see better social media strategies develop within businesses in her own community she adds, *"This is where I live. I want to see the shops that I patronize stay around for a long time, especially those that provide terrific service and friendly smiles every time I walk through their doors. The fact is the world has become very transient. There are new neighbors and businesses closing down and cropping up all the time. If those paths don't cross that's money spent elsewhere. Regardless of how bad this economy is on both businesses and consumers, we all purchase services, meals and products. We need our pets taken care of, a relaxing massage, gifts for friends, manicures, after-school programs. When locals recognize they can get so many top quality services right at home and are kept aware of discounts and specials without having to go look for them, it's a win for all of us!"*

And a win it has been, indeed. While Nixon's intentions were to keep Nixon Virtual Strategies local, already she has clients she's never even met. One review from a client in Oregon lauds Nixon's social media savvy and then adds, *"She's a doggone good copywriter and reviewer, as well!"*

As the holidays near and business owners scramble to get more customers it appears Nixon has other concerns. She admits, *"It really is exciting to get such great feedback from clients I'm serving but I won't take on more clients than I can consult with one on one. That's what makes my job fun; creating unique promotions while working closely with clients and then seeing them through. Without that this would be just another job."*

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