

Hitting it hard

Social networking sites have become a platform to promote business, Facebook being one of the hits

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THIS is one place where you would find loads of friends. Also, this is one place where you may bump into the one you have been perpetually trying to find. Furthermore, this is one place where you would come across everything! Thinking what's the latest that a restaurant has to offer? Or are you in search of spiritual enrichment? Thinking what's fresh in the world of theatre? Forget about using your cell phone for this one; a simple click and Facebook would tell you all.

It's easy really. Enlist the agenda on Facebook and tell the world what your business organisation has in store. Shrijith Ravindran, chief operating officer for Post 91, says, "The Internet has a huge number of followers. After

conducting a survey, we realised that a major part of our clientele consisted of youngsters employed in IT firms and BPOs. As is understandable, these

Simple
click

people spend a considerable chunk of their time on the Internet, and consequently on Facebook. Thus, we have been advertising our products through it since two-three months now." On the whole, every event that takes place here is put up on Facebook. "We prepare a weekly calendar that entails the week's schedule. Of course, it has affected our business positively," he adds.

B Kavita Chandrashekhar, a spiritual psychotherapist, feels that social networking websites allow people to pose queries without inhibitions. She explains, "Initially, I would use Facebook and Orkut to stay in touch with friends. Later, I realised that one can use these websites to promote business as well. There



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are many who are on the look-out for spiritual guidance. The best part about this is that one does not have to come directly in contact with the concerned person. Everything is taken care of online and thus, people do not feel apprehensive about approaching you for guidance. The barriers are none. I recently did a tarot reading online."

Gazal, event executive, Entre Nous, says that she posts trivia on imminent theatre shows and similar events on Facebook. "We put Event Training Academy's (ETA) poster on it, and many came forward to join the group.

We have also had our long-lost contacts connecting with us through it," says she.

Sheetal Sanghvi, founder of Urban Ashram, acknowledges that Facebook has not really helped him pull people into the Ashram's activities, "It isn't a reliable tool to increase the effectiveness of a programme. It does have an advantage, for you are able to tell people what's on the agenda. It is not necessary that they would call you as soon as they'd come across a promo, but it enters their consciousness all the same. It is not so much in your face, and yet it's there."