

Check out what these businesses have to offer **ONLINE**



Boost your profile online

THREE quarters of small and medium businesses (SMBs) in regional and rural NSW are failing to capture new market opportunities available through social media, according to new research.

The national research of 1,000 SMBs showed only 25 per cent of businesses in regional and rural NSW have embraced social media and were seeing real benefits from online activities, while most believed it neither helped nor hindered them. A further 14 per cent believed social media actually dampened business successes.

The research, conducted by

Telstra, also revealed 77 per cent of businesses nationally believed the internet was the most beneficial technology for their business, followed by online software which was seen as beneficial by half of the respondents.

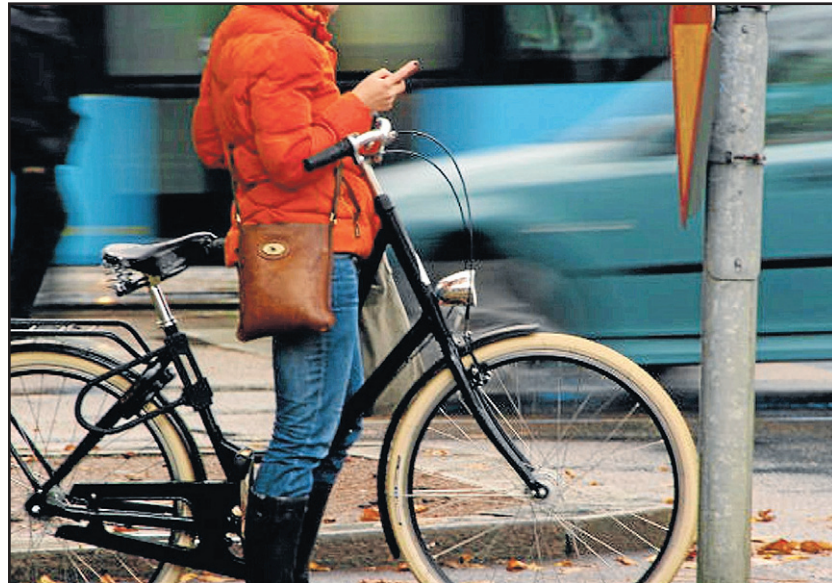
The top three technology services used by SMBs nationwide to reduce business costs are online invoicing tools and payment options (33 per cent), mobile broadband (30 per cent) and remote desktop applications (29 per cent).

Group Managing Director of Telstra Business, Will Irving, said with 62 per cent of adults

worldwide now using social media, SMBs ignoring this powerful tool were missing out on a significant business opportunity.

"In a digital age where smartphones and tablets are used on a daily basis, we know customers expect a company to have a social media presence.

"Successful Australian businesses are having a two-way conversation with customers online, allowing them to connect and engage on a personal level, either by providing real time customer service or highlighting relevant new products," he said.



A strong social media and online presence can help boost your business bottom line.

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8 The Queanbeyan Age, Friday, June 7, 2013.

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