

Hello OIGP and Happy New Year!

Here is a simple tip to start 2016. It's easy to do while you're watching football or even listening to the Vienna Philharmonic on New Year's Day.

### *Did you know?*

Each firm you do business with probably has a social media presence, just as OIGP does. Whether large or small, social media is one of the ways they market their business and interact with their constituents.

### *What can I do?*

Find each of your customers on LinkedIn, Facebook, or Twitter. Click "Follow" and you will begin to see updates about them in your news feed.

### *Why?*

It's an easy way for you to keep current about your customers' issues including new products, mergers, personnel changes, and so on. Use the information in conversations with them or to alert yourself to changes that could lead to new opportunities for your firm.

*Do you have any questions* about how to market your business or raise awareness of your brand? Ask by replying to this email.

Socially yours,

**The Marketing Committee**

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