

Why Twitter could enhance freelance client relations

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Freelance consultants and contractors who are keen to transform their client relations may agree that Twitter can present a useful platform for doing so.

According to Mark Batchelor, Managing Director of Markman OTW, the micro-blogging site can give entrepreneurs a chance to generate plenty of positive exposure.

He observed: "If you start promoting yourself and having online conversations, you can engage with people you wouldn't normally come across, exchange ideas and you may even find that people start helping you."

As such, it might be a good idea to take advantage of such platforms when planning the next stage of a freelance career.

The representative summarised that Twitter can enable users to connect their enterprise to other people in the business community.

It might be a good idea to focus solely on one social networking site rather than sign up for various accounts.

This could be the best way of having an effective online presence.

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