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Article:

Network Contact 5 Tips To Increase Your Business Social Networking Profits

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Before you can even begin to increase your business social networking profits, you have to understand the very nature of belonging to a proactive contact network. It is also worth my while highlighting a few salient points about business social networking and small business networking.

38% of business owners say business network contact & business social networking is crucial to the success of their business. A business contact manager believes many contact networks provide impressive returns on investment. One in five SMEs state they made more than £10,000 from small business networking in the past

year. Almost half made more than £1,000 from their contact network*. A corporate network is essential for new business contacts to grow their profits. (*source: *infinet.com*)

Although some people feel the Internet is gradually maturing, many business-interested people feel it has in fact reached a tipping point.

One thing is certain; it is no longer the closed shop for computer nerds, geeks and anti-social youngsters. Brand new communities are being created around our internet social media networks. The Internet has become totally integrated into who we are and how we relate to people.

An October 2010 Google commissioned report states the internet is worth £100 billion a year to the UK economy. It also lists Great Britain as ranking sixth among the world's major economies in terms of an 'eintensity index'. It also found that 250,000 people are employed by e-commerce companies in the UK. This means the UK is ahead of the USA, Germany and France but behind the faster developing internet nations like Japan, South Korea and Holland. Surprisingly Denmark wins the title of the highest ranked country in the report.

Among the other findings, 19 million UK households have an internet connection - a 73% share - with broadband penetration doubling since 2005. 31 million UK adults bought goods or services online in the past year, or 62% of all adults. Collectively, they spent about £50 billion last year on goods and travel.

While this huge increase in online activity is fine and dandy, many business owners are looking to capitalise by increasing their business social networking profits.

Business social networking is one of the fastest growing sectors on the internet and even die-hard technophobes realise the added value, and low cost of promoting their business products and services via an online contact network.

Contact networks work on the premise of, 'All things being equal, people will do business with, and refer business to, those people they know, like and trust.'

Business Networking Background

Contact networks and business networking refers to the art of creating professional business contact opportunities by coming in contact with like-minded men and women of various business social networking backgrounds and developing mutually beneficial new business contact relationships with them. It's a great way to exchange ideas as well as referrals, acquire specialised information, business contacts and open new network contact markets.

Any professional business contact manager will inform you there are two ways of cultivating a contact network. The first takes place in person, as members of a small business networking or corporate network local business circle share their knowledge and resources, leading to more lasting relationships.

The second business networking method is conducted over the internet. The advantage of this approach is that it's better adapted to a nationalized or globalised market. FBI Consultancy is a great example of a free to join contact network.

Whether it occurs online or face-to-face, business networking is a useful tool for employers, employees and entrepreneurs. Businesses rely on networking activities to generate new commercial opportunities because of its relatively low cost. Though they demand a degree of social investment, personal connections are considerably less expensive than advertising and public relation campaigns.

Apart from LinkedIn and Facebook there are a number of national networking companies that operate throughout the UK offering varying levels of activities for their members. In most cases they are either online only or regional meeting based – few offer both.

Network Contact 5 Tips To Increase Your Business Social Networking Profits #1: Get Someone Else To Network For You

Any professional business contact manager will advise you of the network contact and small business networking added value of having someone else networking for you. FBI Consultancy is a very proactive corporate network that actually finds and provides its members with free new business contacts.

When considering how to increase your business social networking profits this is one of a very few contact networks who actually network for you.

Network Contact 5 Tips To Increase Your Business Social Networking Profits #2: Increase Your Network Every Day For Free

A recent survey indicates that business networking also provides impressive returns on investment, with one in five SMEs (20%) stating they made more than £10,000 from small business networking in the past year. Almost half (44%) made more than £1,000 from their business social networking. A recent survey revealed that business contact networks accounted for 79% of all new business sales. *(source: infinet.com)*

It makes common sense for every new business contact to join a professional contact network like FBI Consultancy that actually provide you with free business contacts when you join, and a fresh new business contact every day you remain a Premier Member.

Network Contact 5 Tips To Increase Your Business Social Networking Profits #3: Network With Business People You Don't Know

Even though most people like to conduct business with people they know, the internet has changed the way many new entrepreneurs conduct business. It's a fact that savvy business contacts are increasing their business social networking profits by connecting with business contacts they don't know.

Network Contact 5 Tips To Increase Your Business Social Networking Profits #4: Network Locally, Nationally & Internationally

A proactive business contact manager recently stated that approximately 38% of business owners say business networking, particularly business social networking and establishing an effective contact network is crucial to the success of their business. Before you join any corporate network or small business networking group you should seek assurance that every new business contact is provided with an easy opportunity to expand their network contact by having a local, national and International business contact service.

Network Contact 5 Tips To Increase Your Business Social Networking Profits #5: Let Others Market You Through Google & Other Search Engines

Before any new business contact joins a contact network or a small business networking group it is vital to find out if your business contact profile is going to be indexed by Google and the other online search engines. If it is, then you are getting added value in the form of free marketing from your corporate network.

Any professional business contact manager will advise all business contacts not to bother joining any contact networks that fail to offer this service. All FBI Consultancy business profiles can be indexed by all the major online search engines.

A gap exists in the global market place for a combined social media & business network operating from the same platform. To date social media sites have preferred to develop a site that caters for one group, or one sector only.

- You Tube is for Vloggers, i.e. Video Bloggers.
- Facebook is for people looking to generate more friends.
- Friends Reunited is about re-establishing contact with former school, college or University contacts.

- Twitter is for people in a rush who want to post sound bites of info to anyone who will follow their postings.
- LinkedIn is for business people to connect with other business people.

In all probability none of the founders of these social networking sites had any idea of how popular the sites would become. Hence the reason for full focus on one type of group, or audience sector. Also, the Internet was still finding its way when many of the most successful social media sites were launched 6 years ago.

Facebook has over 500 million users, and LinkedIn has over 80 million users. Typically, the two networking sites are poles apart. However, a high percentage of Facebook and LinkedIn members have similar areas of interest. Many Facebook owners are business people who would benefit from a direct hook up to LinkedIn members.

Most LinkedIn members are proactively looking for more business and they typically join to increase their sales and marketing networks. These members have a captive audience in Facebook members.

Explode Your Business Profits

FBI Consultancy have combined easy to use registration and profiling tools accompanied with tutorial video 'how to do it' support to make the process simple. The ability to upload your business with visuals, logos, descriptions, endorsements, products and services in fewer than 5 minutes, has been specifically designed to appeal to IT technophobes.

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Author's Resource Box:

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