

Can Small Businesses Ignore A Market With 400 Million Buyers?

Networking expert William Buist will explain his simple but highly effective approach to business lead generation in a marketplace with over 400 million buyers at the free-to-listen-to 'LeadGeneration Insider Briefings' Teleseminars on October 27th-30th, 2009.

October 22, 2009 (FPRC) -- The social media have totally changed the way we need to market our businesses. Many small businesses have been slow to recognise this and cling to their old ways -- frightened about how to use the new media. But the social media now comprise a marketplace of over 400 million potential customers -- and accessing it effectively can be a lot simpler and effective than most businesses believe...

'Generating business leads using the social media and on-line business networks is not difficult when you employ a clear strategy and you keep it all simple' says William Buist, founder of the Societal Web and Membership Manager of the leading business network Ecademy.

Buist has personally built prospect lists of over 35,000 in the last few years on Facebook, Twitter, LinkedIn and Ecademy and has been instrumental in Ecademy's recent rapid growth to over 400,000 members.

He is one of the Expert speakers at the 'LeadGeneration Insider Briefings' teleseminars taking place on October 27th – 30th, when he will reveal his simple 60-minute-a-day strategy for generating thousands of dollars of business using the social media and business networks.

One of the keys to success, according to William, is understanding the new attitude that social media have brought to marketing. 'Today, in order to receive, you first have to give', says William. 'By helping my network to grow their businesses by giving referrals, a lot of new business comes back to me!'

William will guide teleseminar listeners through the top pitfalls he sees people making with the social media and business networks, and will show them:

- * How to easily profit from, and not be frightened by, the new approach
- * How to build a clear lead generation strategy
- * Which social media and business networks to use

Tele-summit host John Thornely says 'Whenever I talk with William, he fires me up – he's just so full of know-how and enthusiasm.'

John adds... 'I'm really looking forward to welcoming listeners to the teleseminars! We have 12 top lead-generation experts and they'll be sharing dozens of effective ways that any business can generate prospects using free and low-cost methods and tools!' Strategies to be revealed include how to get free press coverage, the social media, Twitter, Google, search engine optimisation, video and audio marketing, networking, outsourcing, and many other no-cost or low-cost methods.

The LeadGeneration Insider Briefings teleseminars are free to listen to, using an ordinary telephone line, and runs from October 27th to 30th, 2009. Twelve lead generation experts will show

entrepreneurs, marketers and owners of small businesses how they can use free tools and low-cost methods to generate leads. Further details are available at www.success-webinars.com/leadgeneration.

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Keywords

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[telesummit](#)
[social media](#)

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