

## **Broten Garage Door & Gate Unveils A New & Improved Blog, BrotenDoors.com**

*After four years of helping customers with its original blog, Broten Garage Door & Gate has built an improved blog with a better layout, more special offers, and valuable tips to maximize home safety.*

January 25, 2012 (FPRC) -- The growth and importance of social media is a trend that consumers understand and businesses need to embrace. The ability to directly communicate with the public and share information through social media is now a necessary and expected part of customer service. It is also an important part of how consumers decide which companies they want to use.

Broten Garage Door & Gate is dedicated to providing the best customer service in the garage door, garage door opener, entry door, and gate industry and wins numerous awards and accolades every year for outstanding customer satisfaction and experience. They also demonstrate a commitment to use all the communication channels that their past, current, and future customers use.

In 2008 Broten Garage Door & Gate launched their first blog located at Wordpress.com. The goal was to offer another avenue for the public to talk to Broten and for Broten to distribute helpful information to the public. The popularity and success of the blog was tremendous.

The Broten Blog has grown to where it needs a home of its own. Therefore, Broten has created BrotenDoors.com with an improved layout, appearance and additional functionality while still using the Wordpress blog system. BrotenDoors.com will have more special offers, frequent tips on how to keep your home safe from weather and intruders, and lots of instructional videos. The one thing that has not changed is Broten's goal and dedication to communicate with the public through the blog and all its other social media channels.

The president of Broten Garage Door & Gate, Kriste LaMay, talks about Broten's commitment to using social media. "Customer service is not just a follow up call after service is completed. We need to be available and ready to help our customers through any and all means of communication that they may choose to use. In order to do that we offer live Chat on our web site, have a popular YouTube Channel with many instructional videos to assist our customers with frequently asked questions, we are using Twitter, Facebook, and now our new blog which we believe will be even more successful than our original one. We are also excited about our Google+ presence and the potential that it offers. Our investment in social media and our commitment to our customers will continue to grow and expand as our customers' preferences for communication with us continue to change."

### About Broten Garage Door and Gate

Broten Garage Door & Gate has been providing the highest quality residential and commercial garage doors, garage door openers, garage door repair, gates and gate operating systems for over 55 years and has recently added entry doors to their list of products and services. Broten Garage Door & Gate is a member of the International Door Association and the first garage door dealer in South Florida to earn accreditation by the Institute of Door Dealer Education and Accreditation (IDEA). Broten Garage Door & Gate operates under the IDEA Business Code of Ethics making sure that each and every customer gets the highest level of products and services available today. For

more information, visit <http://www.broten.com>. Follow Broten on Twitter, @BrotenDoors, and enjoy their Facebook page, <http://www.facebook.com/BrotenGarageDoor>.

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**Keywords**

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