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Media Release

The Global Economic Environment Dictates Businesses Must Have a Digital Presence

Monday June 11, 2012. After several years of examination, speculation and procrastination, companies have finally realized that social media has moved beyond the realm of a passing fad said J.D. Gershbein, CEO of US based Owlsh Communications. The Social Media Revolution has spawned legions of evangelists, opportunistic marketers and consultants who extol the virtues of a presence on multiple platforms.

Commenting on the Social Media Revolution, Gershbein said, "LinkedIn has emerged as the *de facto* site for professional networking, savvy businesspeople are stepping up and stepping out, interacting with regularity and innovating around it."

"It is impossible to deny the relentless popularity of the site as an instrument of personal branding, lead generation and customer engagement. For those who attach value to their social networking efforts, and invest the time in learning LinkedIn, the results can be game-changing."

Today's business environment dictates the need for a strong digital presence. In our Internet society, the process of researching products, services, enterprises and, yes, people, is now habit.

The business intelligence that can be gleaned through LinkedIn activity – both at the individual and company levels – carries greater weight in decision-making. With increasing frequency, professionals in all walks of business, and in all corners of the world, are reaping the benefits of using LinkedIn.

They are doing so through energetic self-representation, strategic content marketing, judicious network building, and purposeful, ethics-based communication.

According to Gershbein, LinkedIn is the greatest relationship accelerant we have in business today.

"By presenting well, nurturing your network and creating value through timely, value-added messaging, your activity increases, you have more (and better) meetings, build trust quicker and close more business" said Gershbein.

"Success in using LinkedIn is completely self-directed; there are no shortcuts. One's due diligence must not be limited to sporadic logins and a few brief perusals per week. Those that are leveraging the site to its full advantage are highly proactive participants who realize that business relationships are more fragile and strategic than ever and require ongoing attention."

Although you can learn a lot about the business world by being a spectator on

LinkedIn, you can't expect to achieve a global standing if you're stuck in idle.

As your online community grows, your universe shrinks, and your reach will expand beyond boundaries and borders. You will inevitably be in more meaningful conversations. Bigger networks lead to bigger opportunities.

The LinkedIn groups, too, play a critical role in expanding global reach.

By design, there are many groups that cater to globalization – both from a business and human interest standpoint – and engender cross-cultural exchange. Even those groups with a decidedly local or regional emphasis can digitally place you shoulder-to-shoulder with like-minded people, prospects and potential enterprise partners in other countries.

Aside from providing greater access to new markets, as well as new ideas to penetrate them, LinkedIn group interactions foster a sense of global camaraderie that heretofore could not be achieved without a great deal of legwork and many man-hours.

Group discussions, when negotiated properly and leveraged advantageously, can be an individual's springboard to thought leadership.

Thanks to immense innovation in technology, business around the world is conducted in real time, 24/7/365, and with stunning precision.

Gershbein added, "At no point in the history of mankind have we been able to access information about the world in which we live with such immediacy and ease. As social networking has slotted into daily routine and lifestyle, the pervasive need to be in the know has moved well beyond the workspace.

"We are constantly in operation and conversation, moving swiftly from task-to-task. There seems to be no delineation between the physical office and life at home. Many people feel that there is simply too much at stake to shut down entirely."

LinkedIn is at once global and mobile. The ability to drive a business dialog from half a world away on a device that fits into the palm of our hand is, in a word, remarkable.

Gershbein concluded, "There is an irrepressible reality that LinkedIn imposes on businesspeople today. LinkedIn has unified professionals across corridors and countries. The potential of becoming a global entity in commerce exists for every user."

"The benefits derived from active involvement on LinkedIn are immense and new success stories are being written every day."

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Issued by Joe Perri & Associates Pty Ltd

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Notes to the Editor: J.D. Gershbein (pictured) is the CEO of Owlsh Communications and a specialist in the art and science of LinkedIn. Drawing upon his background in business writing, traditional marketing, industrial/organizational psychology, neuroscience, broadcasting and improvisational comedy, J.D. is blazing a trail as one of the most original personalities in social media.

He is a globally acclaimed speaker and frequent media contributor who is helping advance the collective awareness of LinkedIn and inspiring opportunity-oriented professionals in all walks of

He has been featured on FOX TV News and WGN AM Radio and on prominent business talk shows coast-to-coast. He blogs for NBC Chicago and SUCCESS Magazine, and writes feature stories for LinkedIn & Business (Li & B) Magazine and other notable publications. Additionally, he serves a LinkedIn strategic adviser to several prominent Chicago, Illinois-based business organizations and civic groups.

J.D. Gershbein is also Adjunct Professor of Marketing at the Illinois Institute of Technology's Stuart School of Business where he teaches the school's first-ever course in social media marketing. His first book, an exploration of the psychology and behaviours in and around social business, is slated for publication in 2012.