

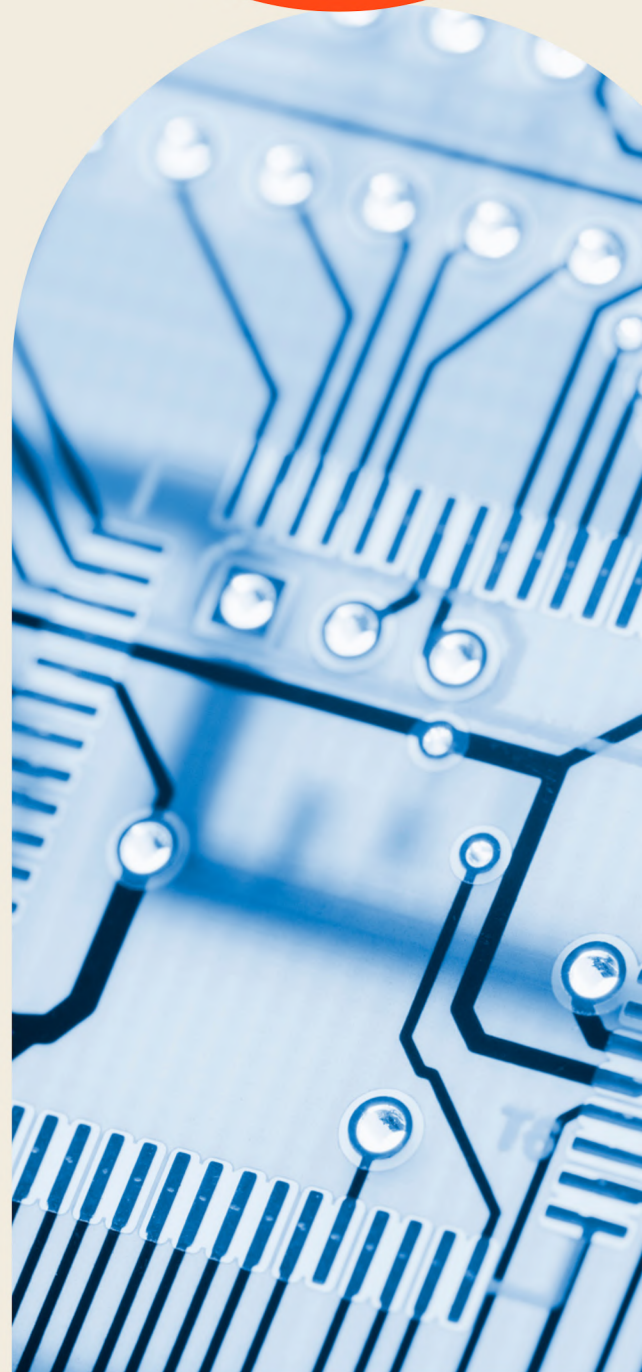
## EXAMPLES FOR THE TRAINER

Electronic communication with the client is a specific category of communication in which the exchange of information takes place between the company and its environment with the use of new technologies. One of the main media of communication with the client is the website, through which the company can perform tasks related to customer service, such as presentation and sale of products and services, after-sales service, or obtaining feedback.

This was the case in a company dealing in the sale of services and archive rooms. In the context of electronic communication in customer relations, it is worth pointing to social media as a platform for exchanging information in both B2C and C2C relations.

The social networking sites such as Facebook, Instagram and Twitter, offer newer and better possibilities each day. In addition to the flagship functionality of tagging, commenting and sharing content, there are also relatively new mechanisms available to improve electronic communication, e.g., login or social payments.

The dynamic development of Web 2.0 technology and the growing importance of social media means that these tools can no longer be ignored in the process of building corporate communication strategies. The company focused on an extensive website and running a social media channel on FB and Instagram.



## EXAMPLES FOR THE TRAINER

Part of the funds from the promotion was allocated to outstanding posts, videos and content creation on social media. After a month of investing additional funds in online channels, the first effects could be seen when two new clients reached out on Instagram, where they had been following their profile for some time and finally decided to trust them in business. New customers mean new profit options, which makes every organisation very happy.

