YOUR NEW BUSINESS

Use your smartphone as a marketing tool

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If you have a business and do not yet use available technology for marketing, perhaps it is time to consider and learn to use these tools. The number of people having access to smartphones and the Internet is rapidly growing, so use it. If you do not have access to a computer, but have a smartphone, use it as a tool for marketing your business.

The decline in family time coincides with a rise in Internet use and the popularity of social networks like Facebook, Twitter and My Space are booming, along with the importance people place on them.

The biggest effect the Internet will have is not how we play or communicate, but how we learn.