

news

DJ turns to Twitter



Commercial property consultants Drivers Jonas has launched a new micro blog on Twitter.

Advised by digital marketing consultancy Chameleon Net, DJ's tweets hope to unearth new business opportunities, publicising news and events, fostering a dialogue with potential graduate recruits and developing its reputation as a thought leader within the industry, says DJ's marketing director Richard Crook.

Richard Kirk at Chameleon Net adds "More and more clients are waking up to the benefits of corporate tweeting as part of a business-wide e-strategy. Effectively planned, it can project the human face of an organisation while reinforcing its brand values."

Follow Drivers Jonas at twitter.com/driversjonas.

Our congratulations also go to DJ's marketing team following its success at the recent Estates Gazette Property Marketing Awards who picked up to awards for Best In-House Marketing Team and Best Recruitment campaign.

LexisNexis InterAction partners with Vuture



LexisNexis InterAction has signed a strategic alliance with Vuture, a leading online marketing platform provider for professional services organisations, to enable InterAction CRM software customers in the UK and the rest of Europe to more effectively market to their customers.

The alliance will combine the capabilities of InterAction with Vuture's Vx Suite of online marketing tools with the ability to read and write information from InterAction in real time.

Vuture's Vx Suite enables professional services firms to create and manage all of their marketing materials - including websites, microsites, email, marketing, print materials and pitch documents - online. InterAction is LexisNexis' market leading customer relationship management (CRM) software that leverages an organisation's relationships, contacts, experience and expertise to strengthen bonds with existing clients, uncover new business opportunities and drive revenue.

Commenting on the partnership, Samar Hemamda, Strategic Alliances Manager for LexisNexis, said, "In a challenging economy, it's more important than ever for professional services to have the capabilities to market efficiently and effectively to their customers. This alliance is both a powerful and logical move with Vx offering a robust suite of tools that will offer exciting extensions to the InterAction platform to help customers better compete and realise greater efficiencies in their marketing and business development programmes."

Vuture's Vx Suite is profiled on pages 15 and 16 of this edition of the PSMG's magazine.

PSMG redundancy support

PSMG has launched an important initiative to support professional services marketers who have been made redundant in the recent cut backs. In the current economic climate many of our friends and colleagues have been made redundant from marketing and business development roles in professional services firms. If you are looking for a new role one of the most important tools is to be able to network with your peers and have access to up to date job information as well as a high quality knowledge and information bank.

To support our colleagues the PSMG is offering those recently made redundant all the benefits of PSMG membership at no cost until 30th September 2009 and the option to attend up to three PSMG seminars at no charge. If you have not found a new role by 1st October 2009 we will offer a 50% discount on full individual membership for 2009/2010.

If you would like to take advantage of this offer please contact admin@psmg.co.uk or telephone 0845 619 9886.