

AN INTRODUCTION TO PISTACHIO CONSULTING

“Microblogging” is the industry standard term for applications like Twitter, Plurk, Pownce, Jaiku, but many see it as inaccurate and too “inside baseball.” We prefer “microsharing” which reflects the nature a little more accurately, and isn’t as off-putting to “non web2.0” people.

Businesses are flocking to Twitter and other microsharing tools, but most have little or no clear idea of why they should be there, how these types of tools really work, what they could accomplish or how to do so. At best, many are shots in the dark. At worst, they’re squandering time, resources and opportunity and brand equity.

Pistachio Consulting develops smart, relevant, strategic ways to ratchet your business forward. We provide research, insight, seminars, advising and soup-to-nuts program development. Ask us how to build value for your business by listening, engaging and providing value to your audiences.