

Tech-Ops launches new website, sharing information to clients through social media

NEW YORK, NY- One of America's largest privately-held broadcast engineering firms has overhauled its website, <http://www.tech-ops.com>, infusing a Web 2.0 feel in its structure and scope. "We are gearing up for the year, providing our clients with quality information through our site," says Achille Raspantini, Founder and President of Technical Operations, Inc. Through the years, the company was built by word-of-mouth and quality engineering services that have resulted in Tech-Ops' major clients acquisition. "Our goal for 2011 is to break through the social media sphere -- engage and interact with our current and prospective clients to help them with their broadcast engineering needs," adds Achille.

Tech-Ops seeks to associate with a broader segment of clientele. "We have a Facebook page, a Twitter account and a LinkedIn account. A highly technical firm like ours has no excuse not to connect and engage with our audience." according to Lucy Gonzalez, Tech-Ops Director of Operations. The Emmy-award winning firm has always been praised for its ability to maintain and strengthen client relations, which is emphasized throughout their new site. "The market has changed; it's not just about selling a service but about building relationships as well," adds Lucy.

In the last quarter of 2010, Tech-Ops mounted a well-received marketing campaign featuring special discount offers highlighting their customer-centric focus. "We do our best to help our clients save money by making sure the equipment they have is maximized, and whatever new service we render is used efficiently and effectively," says Michele Chan, Tech-Ops Finance Director.

Tech-Ops is joining more than 60% of the nations businesses by embracing the trend to connect with its customers through mainstream social networks. Opening the year with a new user-friendly, informative and social media-based website is a reflection of a deeper consideration for their clients' needs.

Though they are a technical firm, Tech-Ops is committed to using mainstream social networks and other social media platforms to reach out to their customers. Part of the new site is a Tech-Ops blog, where the company not only shares its latest offerings but also gives tips and advice on equipment repair, software updates, troubleshooting, maintenance instructions, and other pointers on the latest commercial and industrial products. A dedicated marketing manager is ready to answer questions on Twitter and a social media specialist is on hand working to build the company's presence on Facebook and LinkedIn.

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