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Aspen's Utilizes their Twitter Site to Better Communicate with their Next Generation of Employees

Temecula, California, 03.20.10 – Aspen Logistics Inc. is utilizing new communications mediums to not only attract the next generation of decision makers, but also to connect with their own employees. The third-party logistics company's Human Resources department is now using twitter to take advantage of the sites appeal to the next generation of workers. The company sees diverse opportunities with the application as well as its mobile access as a small, but meaningful benefit to their employees. Aspen has been using twitter as part of their marketing strategy for the past year with some good successes. The company wants to take advantage of all the opportunities that the application can offer.

The Twitter application allows the company to post a message in a concise 140 characters or less. Aspen has used the site to update its customer's and employees to the successes of the sales and operations departments. The company has had hundreds of requests from people who wish to become "followers" - this enables them to receive updates as they are posted. The company has linked together the twitter with its Blog (www.aspeninc.blogspot.com) and the Aspen website (www.aspenlogistics.com) - all of which, are part of their overall digital marketing strategy and brand awareness efforts.

What has sparked the interest in extending the use of the twitter application is its ability to translate to a younger generation of workers. "Many employees are already utilizing the site in their daily lives. We are just extending its use to communicate what's occurring at work," states Chris Ticknor who heads Aspen's marketing efforts. "We are capitalizing on the trends that appeal to a younger generation of workers." Aspen's thoughts are that as the baby boom begins to make its exodus the company wants to be in a prime position to appeal and enable its new workforce as much as possible. Aspen feels that by incorporating these new applications into their work culture you create an atmosphere ready for synergies between work and personal life that can drive productivity and employee satisfaction.