



Industrial Chain Manufacturer Enhances Customer Communication with Social Media

Ohio-based Webster Industries plans to use YouTube and other outlets to provide additional resources to customers and prospects.

TIFFIN, OHIO – Industrial chain manufacturer Webster Industries Inc. is highlighting its commitment to customer communications and education by establishing a presence on several social media platforms, including YouTube, Twitter, LinkedIn and Facebook.

“The widespread use of social media sites provides an excellent opportunity for customer outreach,” said Dean Bogner, vice president of sales and marketing for the Ohio-based maker of industrial and conveyor chain. “We now have the ability to seamlessly communicate with customers using whatever platform they prefer.”

Webster plans to use social media to provide how-to videos, company announcements and useful tips concerning the conveyor chain their customers depend on. Customers and prospects can visit any page at www.websterchain.com to find links to Webster’s social media channels or they can simply select a platform below to begin following the long-time industrial chain maker:

[YouTube](#)
[LinkedIn](#)
[Twitter](#)
[Facebook](#)

“Our customers have always known they can rely on Webster for the chain, service and education they need,” Bogner said. “The launch of our social media sites simply strengthens that relationship.”

Founded in 1876, Webster Industries is a [leading manufacturer of conveyor chain and industrial steel chain](#). Visit the company's website to learn more about [these products and other engineered conveying solutions](#).