

SilverDoor joins Twitter



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LoveSilverDoor is now the SilverDoor page on Twitter, the micro blogging site taking the world by storm. Twitter was formed in San Francisco in March 2006 and since then has grown into a real-time short messaging service that works over multiple networks and devices.

"We decided to take a page on Twitter to update our followers on any special offers, promotions or even last minute availability." Marnie Delaney-Parker, Head of PR and Marketing at SilverDoor said: "Twitter enables companies to communicate to their clients on any news that may be relevant or even just daily life within that organisation."

Silverdoor sees Twitter as the ideal way of connecting with potential clients to quickly inform them of any company news or new promotions, such as the offer of complimentary parking, broadband and a welcome pack on arrival including a bottle of wine which is available through the Vizion Apartments, one of Silverdoor's [serviced apartments in Milton Keynes](#).

Other serviced apartments which have already received a LoveSilverDoor tweet include the Buxton Street Apartment in Newcastle and the Keel Wharf Apartments in Liverpool. This was to promote that both of them are offering complimentary coffee all day and a drinks reception four evenings per week. Discovery Dock Apartments and Chichester Street Apartments in London, with their offer of complimentary gym and pool access are also amongst the first

announcements talked about on Twitter, however Silverdoor is looking to fully embrace the speed and ease with which Twitter allows companies to provide information to their customers and clients in real time.

"It's an easy way to give clients a quick reminder of what we have on offer and it's good to embrace modern communication methods", said Chris Gee, Sales Director at SilverDoor.

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About SilverDoor

SilverDoor international serviced apartments was incorporated as a limited company in March 2000 under its original name of Hotdigs. At the beginning of January 2006 the company changed its name to SilverDoor. The company was formed and continues to be led by managing director Marcus Angell.

SilverDoor boasts an impressive client portfolio which includes many FTSE 100 companies such as Cadbury, MAN Group PLC, ICAP and Serco Group as well as relocation and hotel booking agents.

SilverDoor offers serviced apartments in over 170 locations globally such as London, Paris, New York, Abu Dhabi and Tokyo. SilverDoor has also just added to its portfolio with additional new [Farnborough serviced apartments](#) and a selection of [serviced apartments in Basingstoke](#) as well as new [serviced apartments in Maidenhead](#).

SilverDoor is based in Chiswick, West London.

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