

APPWARE WIN AWARD FROM THEO PAPHITIS

On Sunday evenings Theo Paphitis of BBC's Dragons Den runs a competition on Twitter called Small Business Sunday. To enter, businesses have to send a tweet to @TheoPaphitis between 5:00 & 7:30 pm using the hashtag #SBS. Theo reads all the entries and personally selects his 6 favourite to retweet to his massive list of followers that currently stands at over 220,000.

He says he started the competition in October 2010 because, "Sunday is the day that I do all my thinking". Last Sunday (5th February 2012) there were an amazing 1,576 tweets to @TheoPaphitis with the #SBS hashtag (Statistics courtesy of @virtualbuscent).

Richard Eaton, who runs Wetherby based mobile App development company Appware, sent one of the 6 winning tweets chosen by Theo Paphitis. Richard said, "I'm over the moon to have won the #SBS Award. It's great that Theo is helping support UK businesses in this way and we've been inundated with enquiries since winning"

Theo's retweet was of Richard's winning entry, "Need an App for that? We can take your idea then develop & deliver it to the Appstore :) appware.co.uk".



Richard's entry almost didn't get sent that evening though, "I was busy with something else when I remembered about the competition. As I had already entered most weeks over the last few months and never won I nearly didn't bother. Luckily I thought to myself that it would only take a minute to do so and I sent the tweet. I'm so glad I did now, it just goes to show that persistence in business really does pay off!"

"The initial response has been overwhelming. My number of followers on Twitter has increased by a couple of hundred already, Appware's website hits went up by over 400%, and we've been inundated with enquiries ever since. I'd strongly advise other businesses to give the competition a go too as the exposure for your business is truly amazing"

You can follow Richard on Twitter @richardjeaton or his company @appware

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