

A man with a beard, wearing a dark long-sleeved shirt and a light-colored apron, is working at a food stall. He is looking down at something in his hands. In the background, there are several people, some wearing red beanie hats. A sign on a pole reads "The Frenchie". The scene is set in what appears to be a market or festival.

# Social Media Strategies for Measurable Results

David Mitroff, Ph.D.



# What We Will Cover

- **Who is Your Market?**
- **How to Attract Customers**
- **Active / Passive Marketing**
- **Website & Social Media Ecosystem – 9 Key Areas**
- **Turn your LinkedIn Connections into Gold**
- **5 Tools to Grow Your Business**
- **Next Steps**





# David Mitroff, Ph.D.

## My Background

- Founder and Chief Consultant of Piedmont Avenue Consulting, Inc. ([www.PiedmontAve.com](http://www.PiedmontAve.com)), an Oakland based award winning business consulting and marketing firm with a proven track record of producing results for our successful clients. The firm has 3 full-time employees and 7 part-time workers.
- Founder of 7+ Companies including recruiting and staffing firm, consulting and marketing firm, event planning, hotel and restaurant collective, and more
- College Instructor at University of California Berkeley and General Assembly; Guest Lecturer at John F. Kennedy University, Diablo Valley College, and more.
- Trained and advised 25,000+ business owners through keynote talks, workshops and business consulting
- Extensive educational background, which includes a Doctorate in Clinical Psychology with coursework in Business Administration, Legal Studies, Marketing and Culinary Arts
- Featured business and marketing expert for television (NBC Bay Area, Reality Check), radio (KGO), newspapers (San Francisco Chronicle, SF Business Times, Oakland Business Review, Northern California Record, Jewish Weekly, Catholic Voice) and magazines (San Francisco Magazine, California Lawyer, The Meeting Professional)







# Are You Ready?

The Truth... It Takes Work



A satellite view of Earth from space, showing the curvature of the planet and city lights at night. The image captures the horizon of the Earth, with a thin blue line of the atmosphere separating the dark, star-filled space from the illuminated surface. The surface is covered in a dense network of golden-yellow lights, representing urban areas and their infrastructure. The lights are more concentrated in certain regions, forming bright, interconnected patterns that contrast sharply with the dark blue and black of the oceans and the night sky.

# Who is Your Market?

Where to Start Your Business Development Efforts





## MARKET

A set of actual or potential customers  
For a given set of products or services  
who have a common set of needs or wants, and  
who reference each other when making a buying decision





# How to Get Customers

and Growing your Business



# What is Your #1 Objective This Quarter?

## 3 to 5 priorities that support this...

- What to Start Doing?
- What to Stop Doing?
- What to Keep Doing?

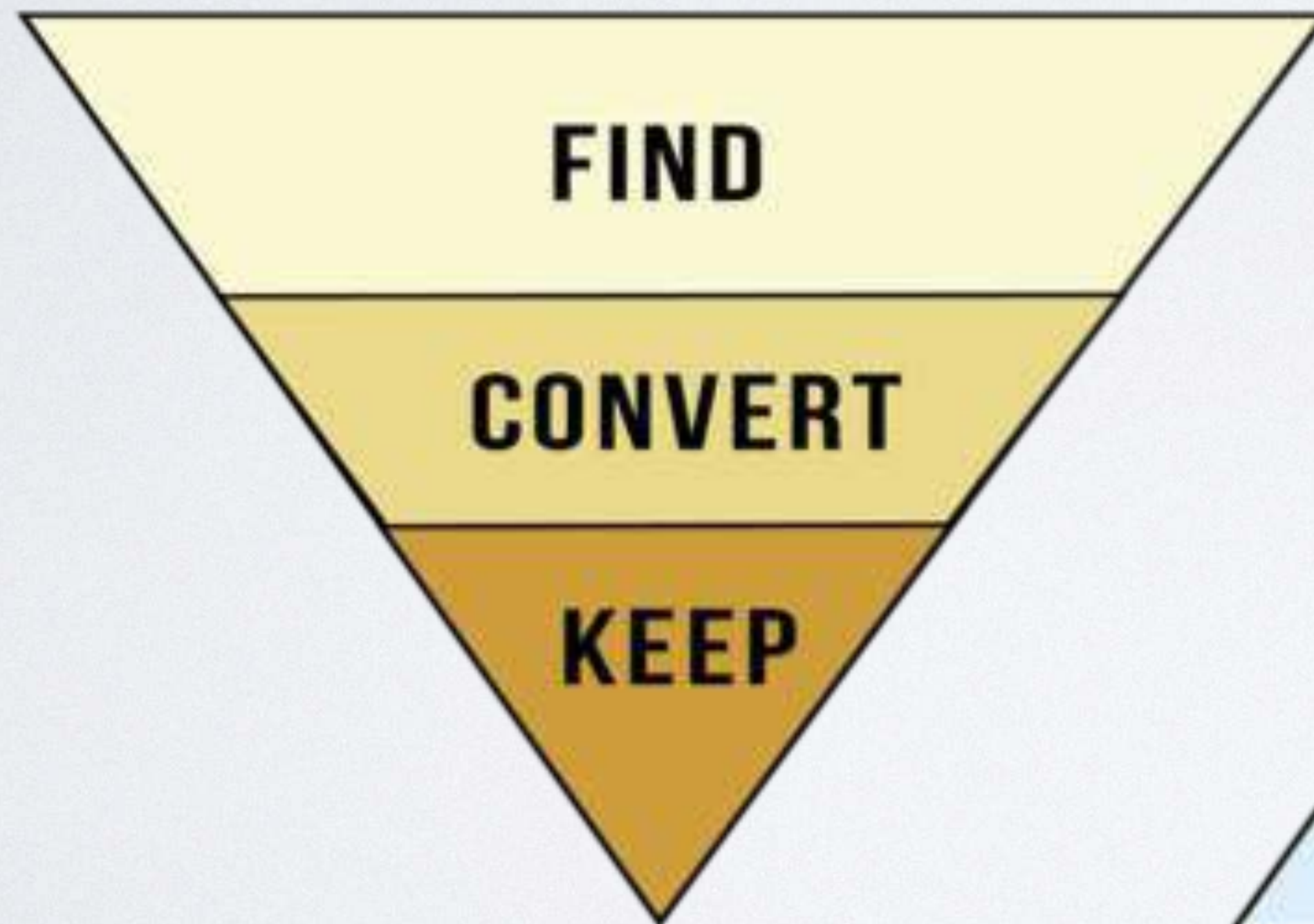




# Two Approaches to Growth

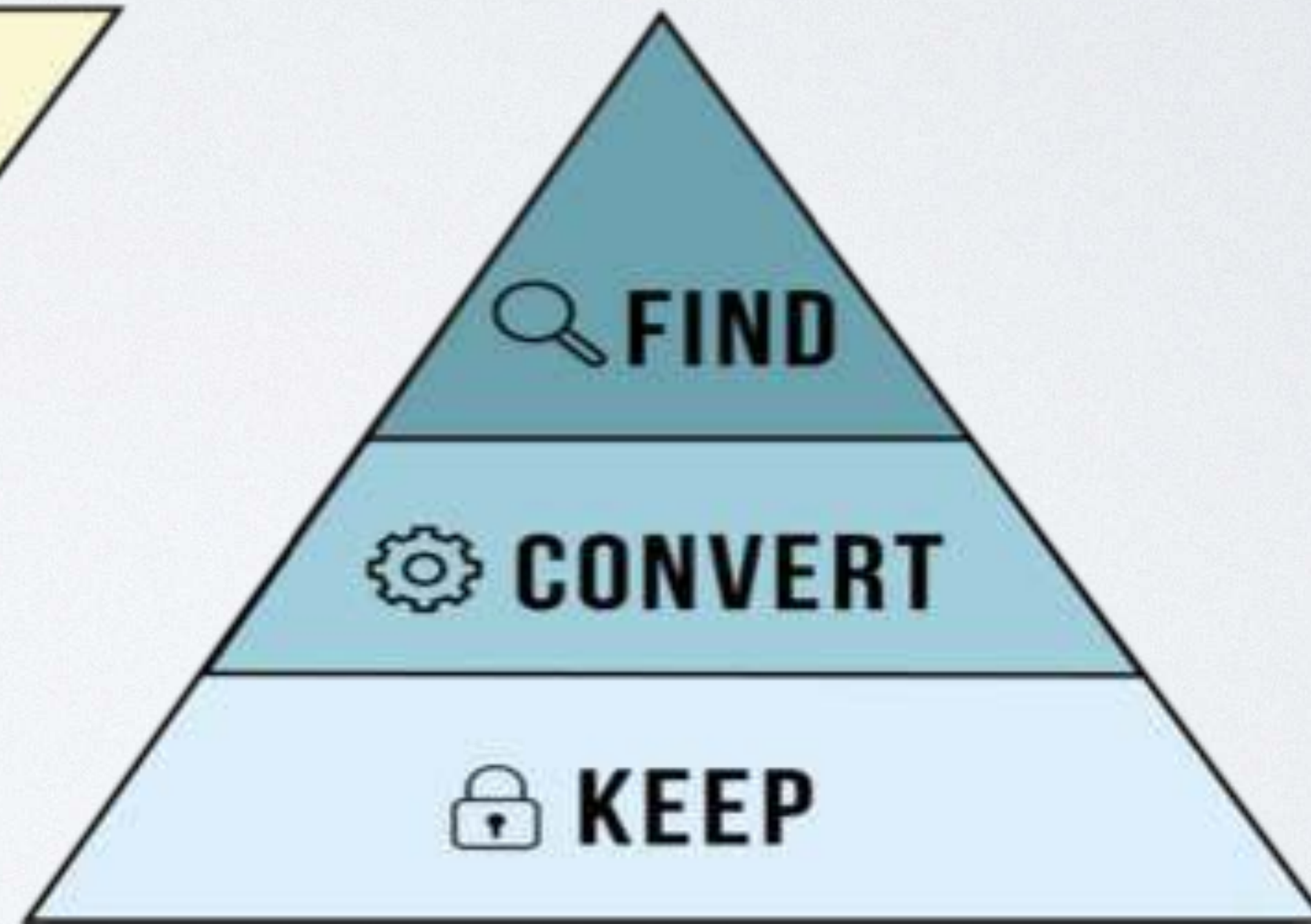
## TRADITIONAL

marketing - selling - networking



## ENGAGEMENT

marketing - selling - networking





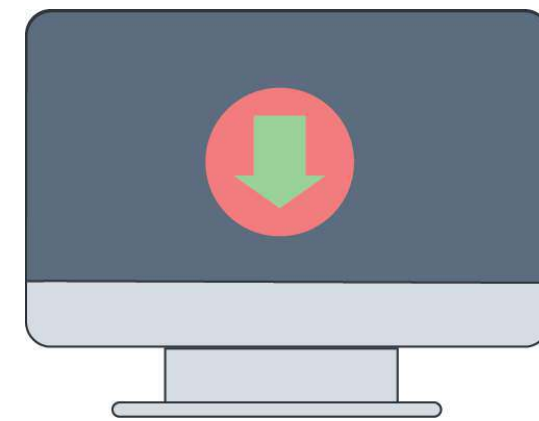
# WHAT ARE YOUR CURRENT MARKETING EFFORTS?



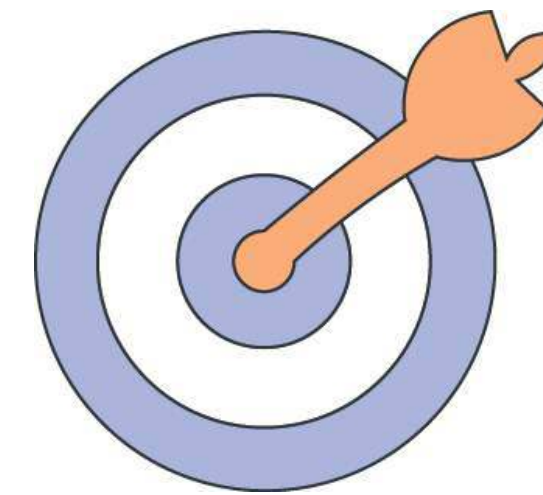




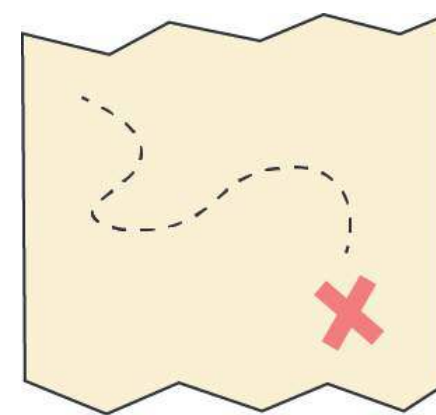
Discounts



Downloads



B2B Services



Hints + Tips



Support a Cause



Events

**CALLS TO ACTION: WHAT DO YOU OFFER?**



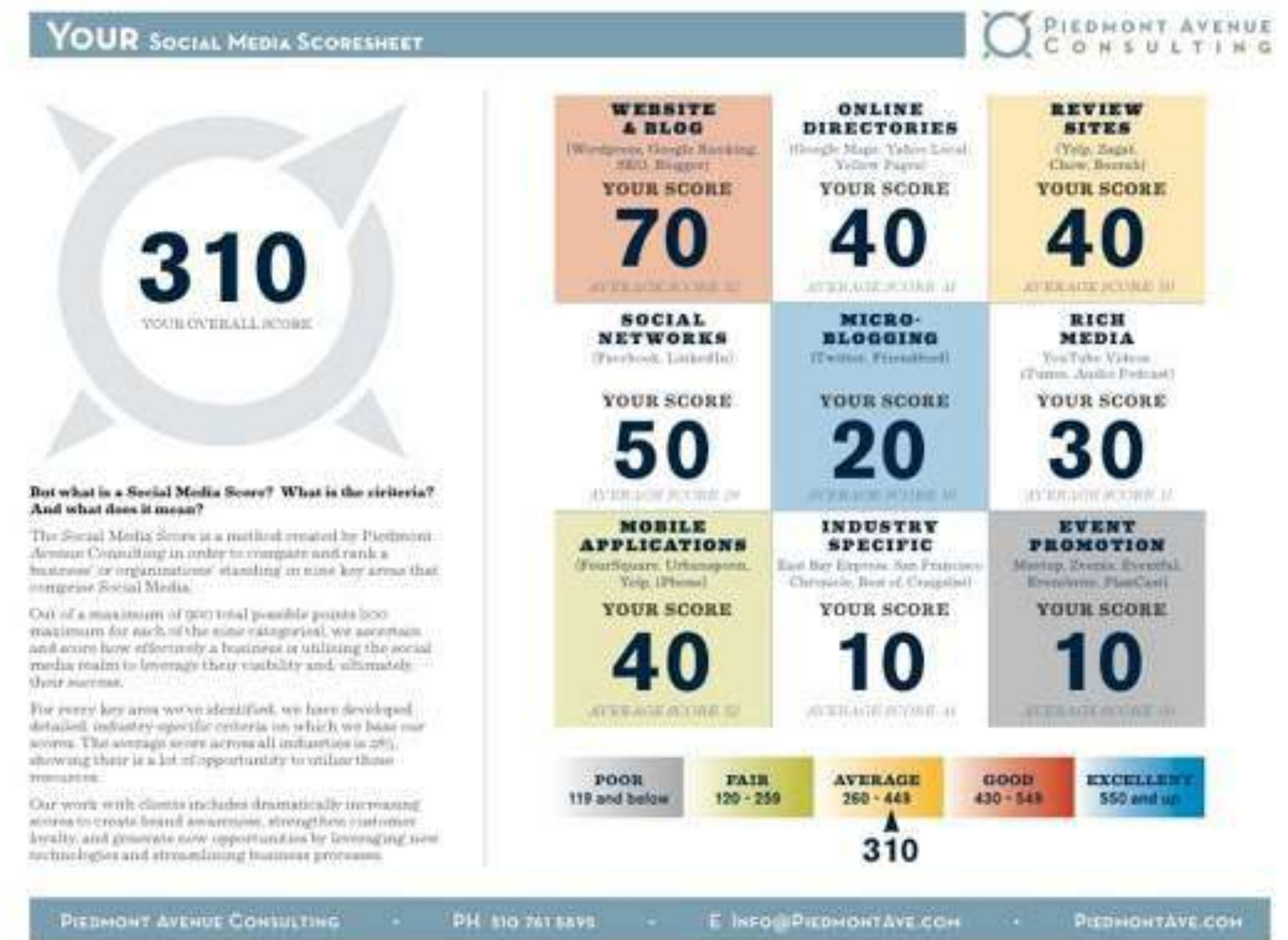
# Tracking & Analysis

The Key Benefit of Online Marketing is the ability to track and analyze results, then quickly iterate and adjust for optimal performance



# 9 Key Areas of your Online Presence

1. Website & Blog
2. Online Directories
3. Review Sites
4. Social Networks
5. Micro Blogging
6. Rich Media
7. Mobile Apps
8. Industry Specific
9. Event Promotion

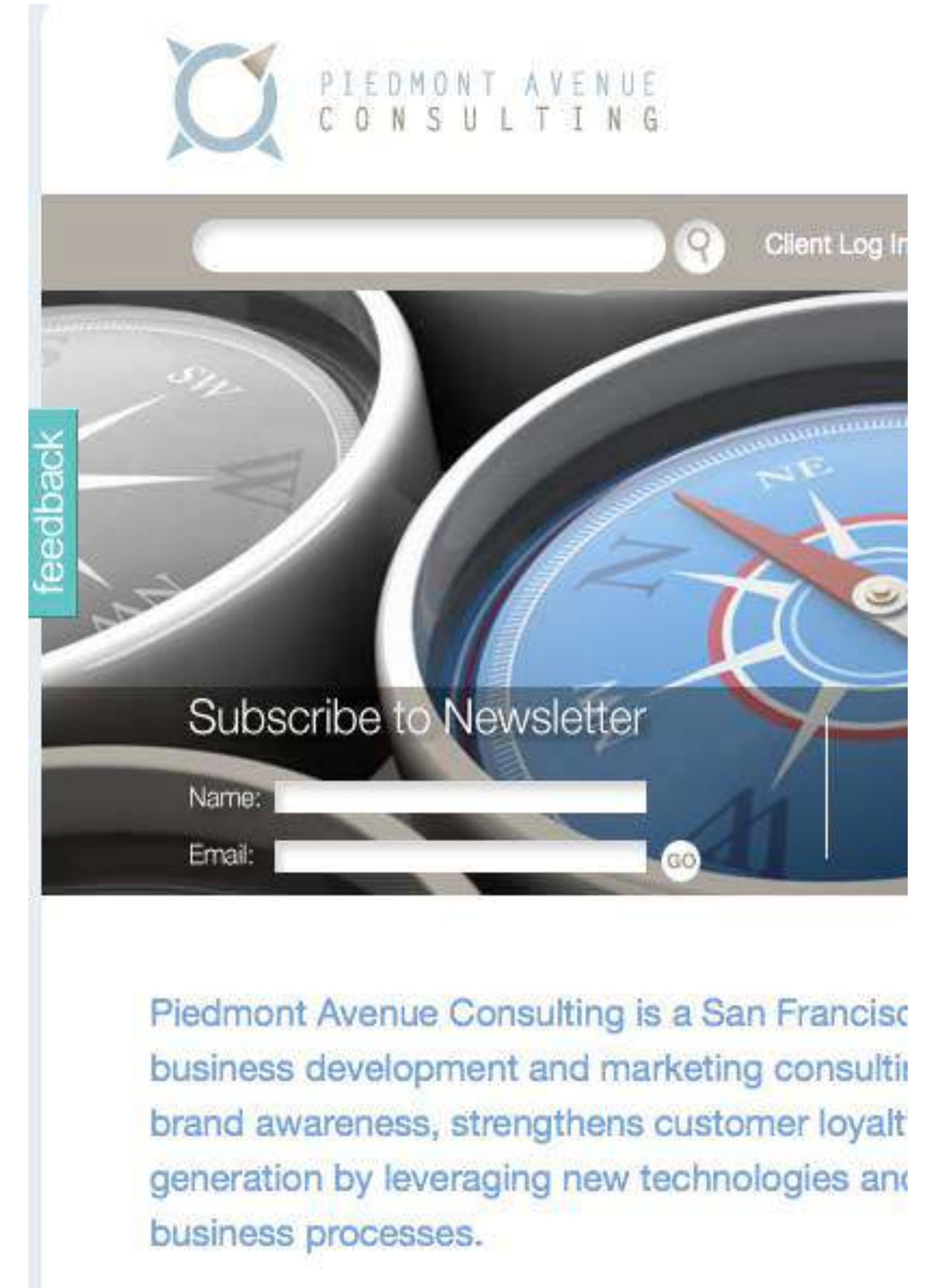




# 1 Website & Blog

Google Ranking, Alexa Page Ranking,  
SEO/CRO, Blogger, TypePad, Wordpress

- Control the content.  
A chance to tell your story.
- Define a clear message.  
What do you offer?
- Create a medium for contact.  
Invite feedback, questions...
- Provide links to other pages.  
Share your FB, Twitter...
- Update your content.  
Consistency in theme and info.





# Website – The Hub Of Your Online Strategy

- Most important area
- Definition of you and your message
- Central hub with links to other sites
- You control it





# Website – Wix.com - Build your Website Today



**Create  
Your Stunning Website.  
It's Free**

Wix enables everyone to  
design, publish and host  
stunning HTML5 websites.

- Easy drag-and-drop website builder!
  - No coding
- No previous design skills

A screenshot of the Wix website homepage. At the top, the Wix logo is followed by navigation links: Templates, Explore, Features, My Account, Premium, Support, English (with a dropdown arrow), and Login/Sign up. Below the navigation is a large heading: "Pick the Blog website template you love". Under this heading is a search bar with the placeholder text "E.g music, photography" and a magnifying glass icon. To the left of the search bar are three filter options: "NEW!", "Most Popular", and "Blank Templates". Below the filters is a "Categories" section. The main content area displays two featured blog templates: "Food Blog" (with a "Salt AND Pepper" header) and "Fashion Blog" (with a "Closet Confidential" header). Below these are eight feature cards arranged in a 2x4 grid, each with an icon, a title, and a description:

- 100s of Stunning HTML5 Templates**: Whichever template you pick, your website will look amazing. (Icon: two overlapping screens)
- Customize Anything You Want**: Your own text, pics, videos, layout, background & more. (Icon: a pencil)
- Simple Drag n' Drop Website Builder**: Have fun creating your free website exactly the way you want. (Icon: a shield with a '5')
- Secure and Reliable Free Hosting**: Our industry-leading CDN cloud technology keeps you worry free. (Icon: a server rack)
- Sell Your Stuff Online**: Add an e-shop to your website with our eCommerce solution. (Icon: a shopping basket)
- Look Great on Mobile Devices**: Get an optimized version of your website for smartphones. (Icon: a smartphone)
- Make Your Website Google Friendly**: So people can find you via Google & other search engines. (Icon: a magnifying glass)
- Dedicated Support 24/7**: Contact our Support Team and get instant answers. (Icon: a person's head)



# SEO / CRO

Search Engine Optimization / Conversion Rate Optimization

- Helps drive traffic to your site
- Off-page SEO (work that takes place separate from your website)
- On-page SEO (website changes to increase rank)





# Call to Action

- What are your next steps, requests, actions
- Are services/products labeled and promoted properly?



Client Log In | Blog

in f t y r

SIGN UP FOR OUR NEWSLETTER ✓

Directing success through creative insight and measurable results.

Subscribe to Newsletter

First Name  Last Name

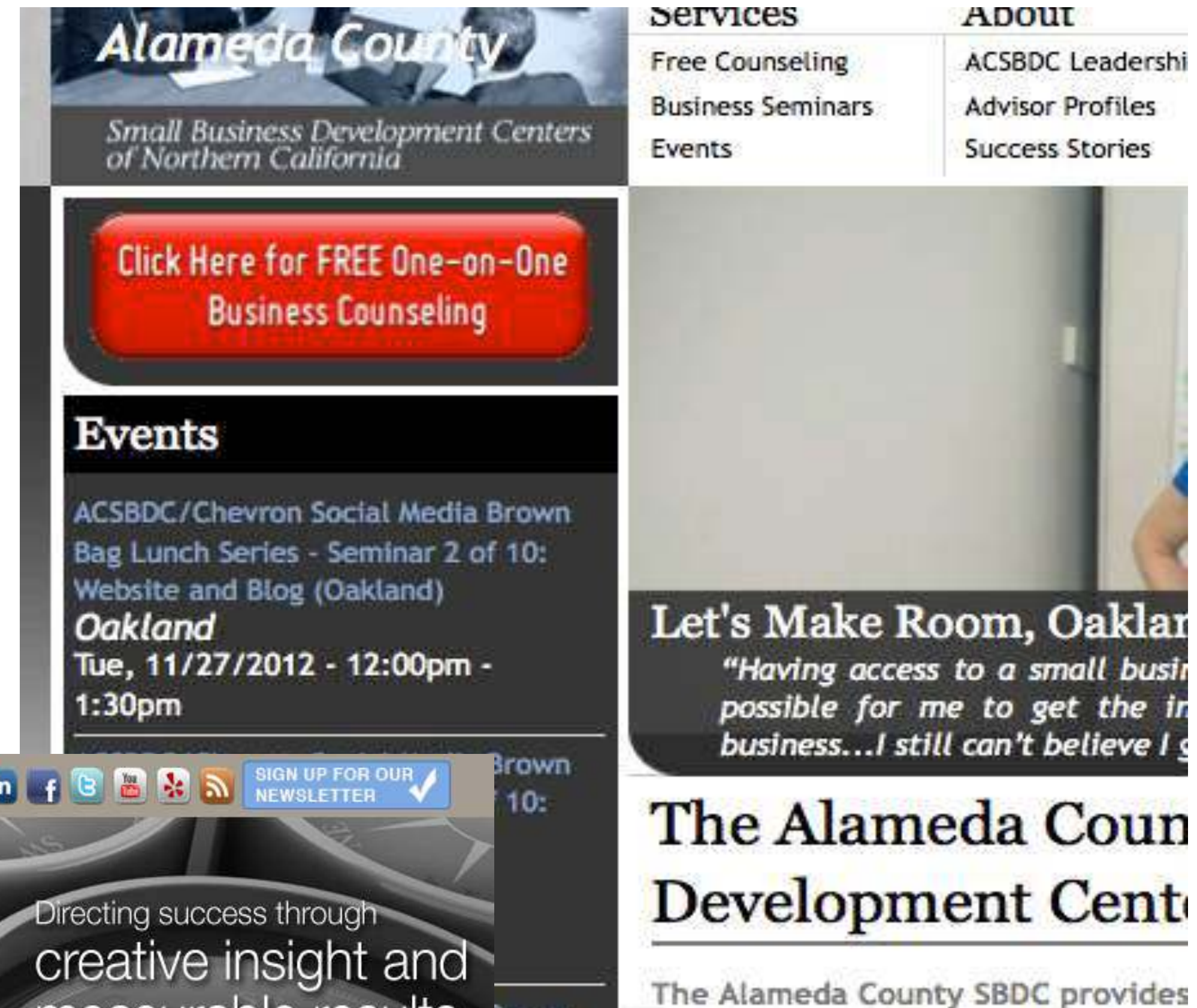
Email

Address

SIGN UP ✓

REQUEST FREE Social Media Report

SCHEDULE FREE Consulting Interview



**Alameda County**  
Small Business Development Centers of Northern California

Click Here for FREE One-on-One Business Counseling

**Events**

ACSBDC/Chevron Social Media Brown Bag Lunch Series - Seminar 2 of 10: Website and Blog (Oakland)  
**Oakland**  
Tue, 11/27/2012 - 12:00pm - 1:30pm

**Services**

- Free Counseling
- Business Seminars
- Events

**ABOUT**

- ACSBDC Leadership
- Advisor Profiles
- Success Stories

**Let's Make Room, Oakland**  
"Having access to a small business possible for me to get the in business...I still can't believe I g

**The Alameda County Small Business Development Centers**

The Alameda County SBDC provides



# Call to Action – vCita Online Scheduling Software and Business Calendar



- Easy Appointment Scheduling for Your Clients
- Best Business Calendar for Your Team





# Call to Action – Constant Contact Email Marketing – Customer Loyalty Program

- Re-use content and stay on top of mind.



Email Marketing just plain works. See how.

Your customers check their inbox all day, every day. When you work with Constant Contact, you can reach them when you work with them. Build relationships, drive [real results](#) for your business.



## Grow

No list? No problem. We make it easy to grow your [email list](#) and manage contacts.



## Go Social

Get ready to extend your reach and build your business with powerful [social media integration](#).



## Track

Track your success with real-time [reporting](#) that makes it easy to plan your next move.



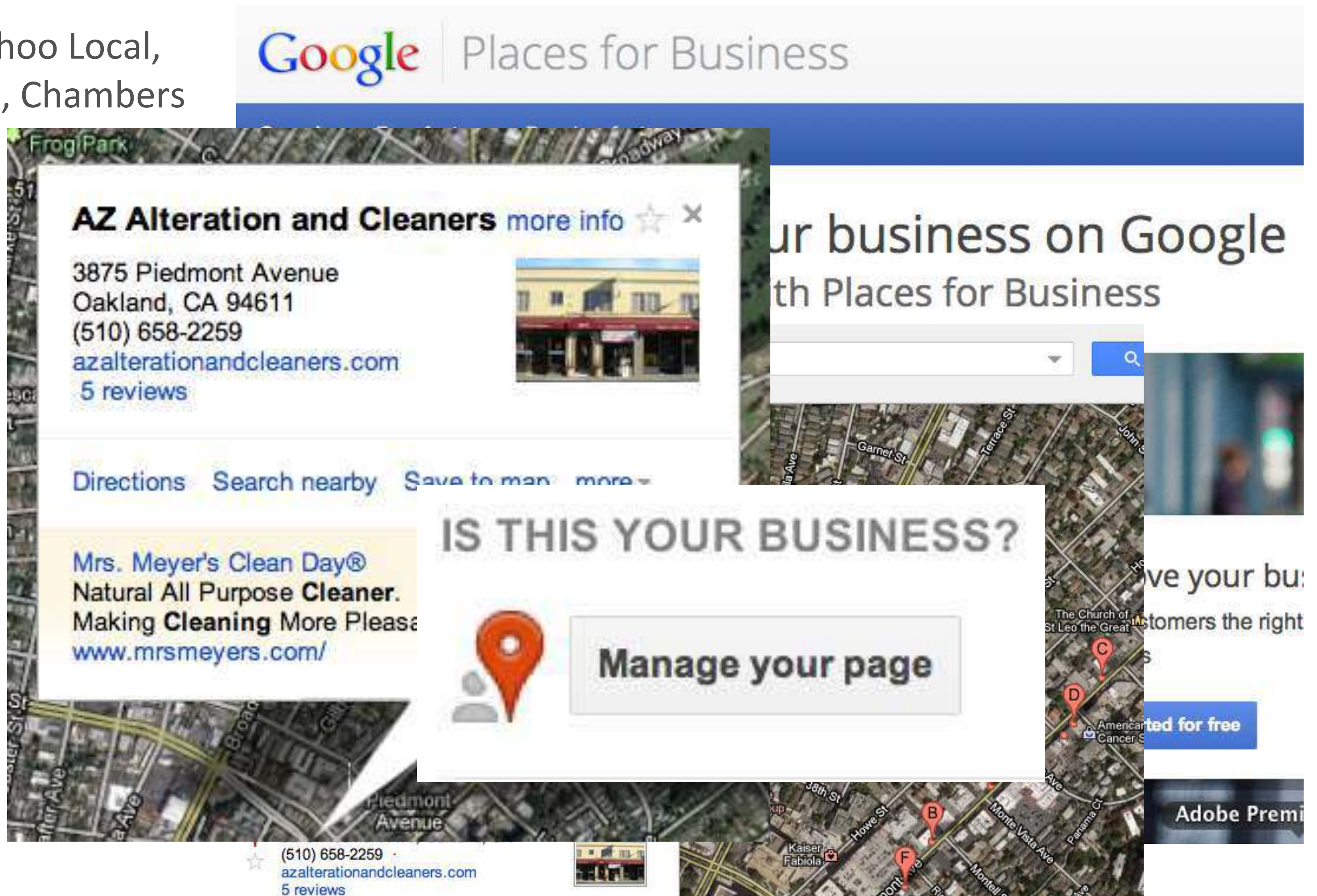
SIGN UP FOR OUR NEWSLETTER ✓



# 2 Online Directories

Google Local/Maps, Yahoo Local,  
Yellow Pages, CitySearch, Chambers

- Search yourself.  
The power of Google!
- Look for similar businesses.  
If you're not listed, someone else is!
- Display correct contact info.  
Location, phone #, hours,  
directions **MUST** be correct.
- Take a photos  
If they know what to look  
for, they'll find it.





# GOOGLE – GET YOUR BUSINESS ONLINE



with Google

HOME

SUCCESS STORIES

RESOURCES \*

ABOUT \*

FAQS

GET STARTED

## Get your business online

Get on the map  
APPROXIMATELY 10 MINUTES

Get on the web  
APPROXIMATELY 60 MINUTES

### The easiest way for your business to be found online

A Google+ page is a free business listing that helps people find businesses like yours when searching for local products or services. Select the *Local Business or Place* category during sign-up and your listing will show up on:

- ✓ Google Maps
- ✓ Google+
- ✓ Google search results
- ✓ Phones and tablets

Get started ▶


POWERED BY Google+







## GOOGLE+ ONE *GOOGLE* ACCOUNT FOR EVERYTHING *GOOGLE*






**David Mitroff**  
Works at [Piedmont Avenue Consulting](#)  
Lives in [San Francisco Bay Area](#)  
98 followers | 1,684 views


[About](#) [Posts](#) [Photos](#) [YouTube](#) [+1's](#) [Reviews](#)

**People**

**In his circles** 30

-  Mark Meyer
-  Jennifer Reyes
-  Robert Segovia

**Have him in circles** 9



**Story**

**Tagline**  
Be Social. Food is Culture. Chief Networker - [PiedmontAve.com](#). Business Consultant, Marketing Expert, Social Maven, Keynote Speaker, Restaurant Consultant, Founder [PiedmontAve.com](#) & [WalnutCreekEvents.com](#).


**Introduction**  
**David Mitroff, Ph.D.** is the *Founder and Chief Consultant* at [Piedmont Avenue Consulting](#). David questions assumptions, offers creative ideas and encourages new initiatives from strategy through implementation. David's wealth of knowledge is transferred to clients leading to heightened sales, increased customer experiences, and enhanced relationship building techniques. David has an extensive educational background, in addition to professional sales training, which includes a Ph.D. in Clinical Psychology with coursework in Business Administration, Legal Studies, and Marketing providing a foundation for excellent critical and analytical thinking, business strategy, relationship building, and networking.

**Work**

**Occupation**  
Business Consultant, Marketing Expert, Social Maven, Founder [PiedmontAve.com](#) & [WalnutCreekEvents.com](#)

**Employment**

**Piedmont Avenue Consulting**  
Founder, Chief Consultant, present  
[Piedmont Avenue Consulting \(www.PiedmontAve.com\)](#) is a San Francisco Bay Area business process consulting firm specializing in leveraging new technology for business development and marketing. We integrate Google, Salesforce, Constant Contact, Yelp, Facebook, and other new technology solutions with businesses to improve productivity, monitor performance, and expand marketplace presence. Our clients include restaurants, retail specialty stores, financial services firms, high-growth start-up companies, real estate agencies, individual entrepreneurs, and other diverse organizations.




**David Mitroff**  
[piedmontave.com](#)  
Works at [Piedmont Avenue Consulting](#)  
Lives in [San Francisco Bay Area](#)  
98 followers | 1,684 views


[Home](#) [Posts](#) [Photos](#) [YouTube](#) [+1's](#) [Reviews](#)

Share what's new...


**David Mitroff** [Piedmont Avenue Consulting](#) · Sep 22, 2012  
What was I thinking?




**David Mitroff** [Piedmont Avenue Consulting](#) · Sep 22, 2012  
David's day to have the Oakland City Hall on the background.




**David Mitroff** [Piedmont Avenue Consulting](#) · Sep 22, 2012  
What was I thinking?




**David Mitroff** [Piedmont Avenue Consulting](#) · Sep 22, 2012  
What was I thinking?




**David Mitroff** [Piedmont Avenue Consulting](#) · Sep 22, 2012  
What was I thinking?



**David Mitroff** [Piedmont Avenue Consulting](#) · Sep 22, 2012  
What was I thinking?



**David Mitroff** [Piedmont Avenue Consulting](#) · Sep 22, 2012  
What was I thinking?





# 3 Review Sites

Yelp, Zagat, Chow, Lawyers.co

- Rely on word of mouth.
  - People trust personal accounts more than ads.
- Offer additional information.
  - Yelp is a mobile tour guide.
- Respond to reviews.
  - Thank those who provide feedback.
- Learn from your reviews.
  - Don't make the same mistake twice!

The screenshot shows the Yelp profile for Bottega Louie, a restaurant in Los Angeles. The page features a red header with the Yelp logo, a search bar, and navigation links. The restaurant's name, 'Bottega Louie', is prominently displayed with a 'Claimed' status. Below the name, there are star ratings, the number of reviews (13384), and category tags like 'Italian', 'Bakeries', and 'Breakfast & Brunch'. A map shows the restaurant's location at 700 S Grand Ave. To the right of the map are buttons for 'Write a Review', 'Add Photo', 'Share', and 'Bookmark'. Below the map, there are links for 'Get Directions', phone number, website, and a 'Send to your Phone' option. A carousel of images shows the restaurant's interior, a box of macarons, and a pizza. Below the images, there are snippets of reviews, such as 'However, what I also love is the open air kitchen and the high noise level that goes with having extremely high ceilings!' and 'I really enjoyed the chocolate soufflé, it takes about 20 to 30 minutes to make but it is worth the wait.' On the right side, there is a summary box with information about the restaurant's hours (Today 7:00 am - 10:00 pm), menu, price range (\$11-30), and health inspection status. At the bottom, there are sections for 'Accepts Credit Cards: Yes', 'Parking: Street', 'Attire: Casual', 'Good for Groups: Yes', 'Take-out: Yes', 'Waiter Service: Yes', 'Outdoor Seating: No', and 'Wi-Fi: Free'. There are also links to 'Edit Business Info' and 'Work Here? Unlock This Business Page'.

**Bottega Louie** Claimed

★ ★ ★ ★ ★ 13384 reviews Details

\$\$ · Italian, Bakeries, Breakfast & Brunch Edit

7th Street / Metro Center  
W 8th St  
Pershing Square  
S Broadway

Google Map data ©2017 Google

700 S Grand Ave  
Los Angeles, CA 90017  
Downtown

Get Directions  
(213) 802-1470  
bottegalouie.com  
Send to your Phone

Bottega Louie 5 Piece Macaron Box

See all 22837

“However, what I also love is the open air kitchen and the high noise level that goes with having extremely **high ceilings!**” in 934 reviews

“I really enjoyed the **chocolate soufflé**, it takes about 20 to 30 minutes to make but it is worth the wait.” in 186 reviews

Today 7:00 am - 10:00 pm **Open now**

Menu

Price range \$11-30

A Health inspection

Accepts Credit Cards: Yes  
Parking: Street  
Attire: Casual  
Good for Groups: Yes

Take-out: Yes  
Waiter Service: Yes  
Outdoor Seating: No  
Wi-Fi: Free

Edit Business Info Work Here? Unlock This Business Page



# 4 Social Networks

Facebook, LinkedIn, Biznik,  
VentureStreet

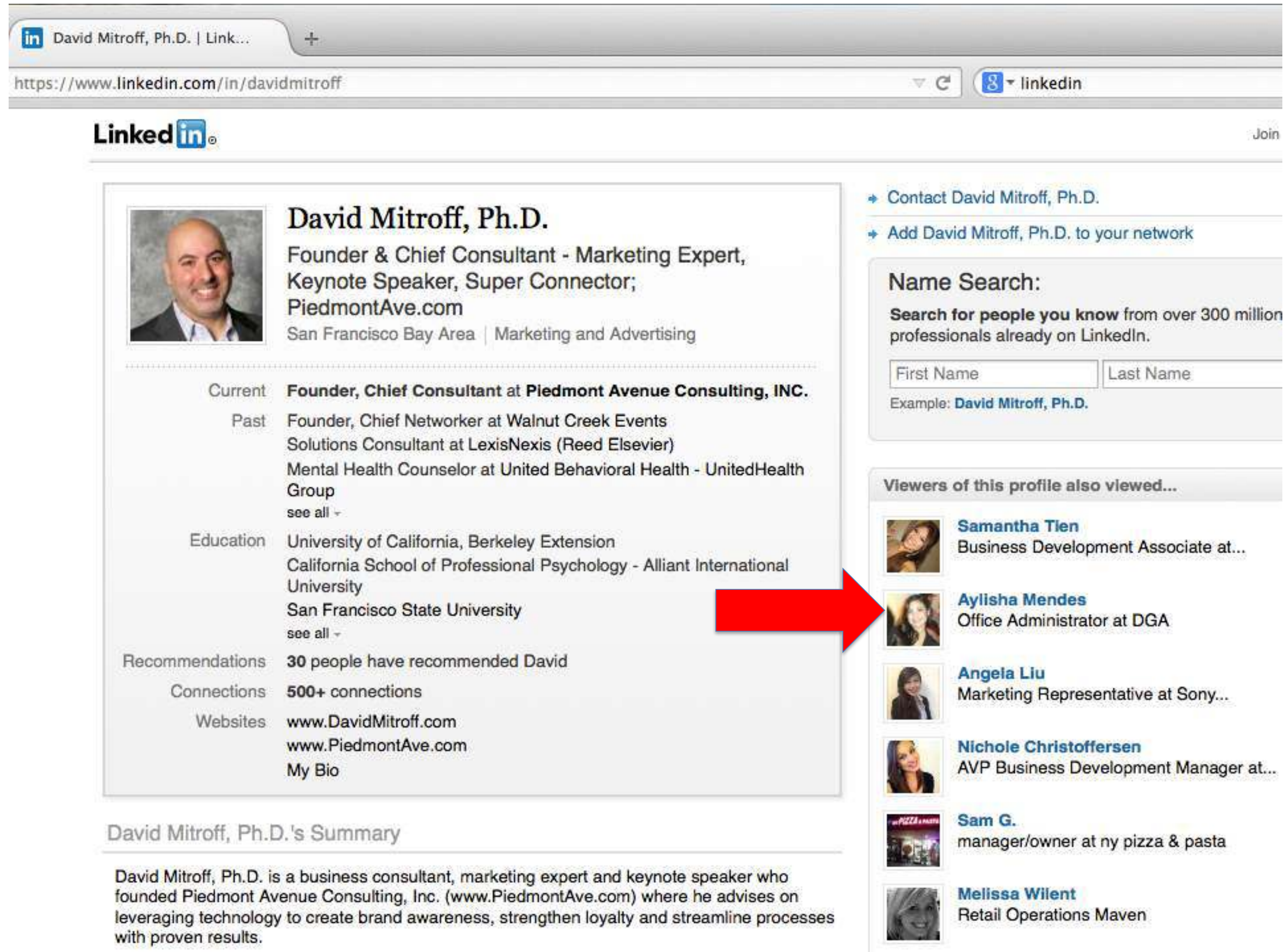
- Communicate with clients.
  - Be involved with the conversation.
- Connect.
  - Associate your business with related pages and people.
- Establish a following.
  - Invite past clients/customers to view your page.





# Personal Profile - **LinkedIn**

- Custom URL
- Title = Story
- Websites
- Summary
  - Keywords
  - Include Contact info
- LION
- Privacy Settings



The screenshot shows a web browser window with the LinkedIn profile of David Mitroff, Ph.D. The browser's address bar displays the URL <https://www.linkedin.com/in/davidmitroff>. The profile header includes a profile picture of a man, his name "David Mitroff, Ph.D.", and his title "Founder & Chief Consultant - Marketing Expert, Keynote Speaker, Super Connector; PiedmontAve.com". Below this, the location "San Francisco Bay Area" and industry "Marketing and Advertising" are listed. The main section of the profile is divided into several categories: "Current" (Founder, Chief Consultant at Piedmont Avenue Consulting, INC.), "Past" (Founder, Chief Networker at Walnut Creek Events; Solutions Consultant at LexisNexis (Reed Elsevier); Mental Health Counselor at United Behavioral Health - UnitedHealth Group), "Education" (University of California, Berkeley Extension; California School of Professional Psychology - Alliant International University; San Francisco State University), "Recommendations" (30 people have recommended David), "Connections" (500+ connections), and "Websites" (www.DavidMitroff.com, www.PiedmontAve.com, My Bio). To the right of the profile, there are links to "Contact David Mitroff, Ph.D." and "Add David Mitroff, Ph.D. to your network". Below these links is a "Name Search" section with a search bar and an example "David Mitroff, Ph.D.". Further down, a section titled "Viewers of this profile also viewed..." lists several other professionals, including Samantha Tien, Aylisha Mendes, Angela Liu, Nichole Christoffersen, Sam G., and Melissa Wilent. A red arrow points from the "Websites" section of the profile to the "Viewers of this profile also viewed..." section.

David Mitroff, Ph.D. | Link...

<https://www.linkedin.com/in/davidmitroff>

LinkedIn

Join

**David Mitroff, Ph.D.**  
Founder & Chief Consultant - Marketing Expert,  
Keynote Speaker, Super Connector;  
PiedmontAve.com  
San Francisco Bay Area | Marketing and Advertising

**Current** Founder, Chief Consultant at **Piedmont Avenue Consulting, INC.**

**Past** Founder, Chief Networker at Walnut Creek Events  
Solutions Consultant at LexisNexis (Reed Elsevier)  
Mental Health Counselor at United Behavioral Health - UnitedHealth Group  
see all -

**Education** University of California, Berkeley Extension  
California School of Professional Psychology - Alliant International University  
San Francisco State University  
see all -

**Recommendations** 30 people have recommended David

**Connections** 500+ connections

**Websites** [www.DavidMitroff.com](http://www.DavidMitroff.com)  
[www.PiedmontAve.com](http://www.PiedmontAve.com)  
My Bio

**Contact David Mitroff, Ph.D.**

**Add David Mitroff, Ph.D. to your network**

**Name Search:**  
Search for people you know from over 300 million professionals already on LinkedIn.

First Name Last Name  
Example: **David Mitroff, Ph.D.**

**Viewers of this profile also viewed...**

**Samantha Tien**  
Business Development Associate at...

**Aylisha Mendes**  
Office Administrator at DGA

**Angela Liu**  
Marketing Representative at Sony...

**Nichole Christoffersen**  
AVP Business Development Manager at...

**Sam G.**  
manager/owner at ny pizza & pasta

**Melissa Wilent**  
Retail Operations Maven

**David Mitroff, Ph.D.'s Summary**

David Mitroff, Ph.D. is a business consultant, marketing expert and keynote speaker who founded Piedmont Avenue Consulting, Inc. ([www.PiedmontAve.com](http://www.PiedmontAve.com)) where he advises on leveraging technology to create brand awareness, strengthen loyalty and streamline processes with proven results.



# Company Profile - **LinkedIn**

- Find individuals you know in a professional capacity
- Company Profile
- Participate in discussions
- Recruit attendees to your events
- Invite people to join your mailing list

The screenshot displays the LinkedIn interface for the company 'Piedmont Avenue Consulting'. At the top, the LinkedIn logo and navigation tabs (Home, Profile, Network, Jobs, Interests) are visible. A search bar and a notification badge with '273' are also present. Below the navigation bar, a banner for the '#1 COO Dashboard' is shown. The company's profile header includes the company logo, name 'Piedmont Avenue Consulting', '40 followers', and buttons for 'Following' and 'Edit'. Below the header, there is a section for sharing updates, a 'Share with' dropdown set to 'All followers', and a 'Share' button. The main content area features a detailed description of the company as a San Francisco Bay Area business process consulting firm. Below this, a 'Specialties' section lists various services. A table-like layout provides key information: Website (http://www.PiedmontAve.com), Industry (Marketing and Advertising), Type (Privately Held), Headquarters (Piedmont Avenue Oakland, CA 94611 United States), Company Size (1-10 employees), and Founded (2001). On the right side, the 'How You're Connected' section shows four profile pictures of first-degree connections and states there are 7 first-degree connections and 8 employees on LinkedIn. A 'See all' link is provided. At the bottom right, the 'Careers' section includes a link to 'Interested in Piedmont Avenue Consulting?' and a brief description of the company culture.

San Francisco Bay Area business process consulting firm specializing in leveraging new technology for business development and marketing. We integrate Google, Salesforce, Constant Contact, Yelp, Facebook, and other new technology solutions with businesses to improve productivity, monitor performance, and expand marketplace presence. Our clients include restaurants, retail specialty stores, financial services firms, high-growth start-up companies, real estate agencies, individual entrepreneurs, and other diverse organizations.

**Specialties**  
Internet, Marketing, Consulting, Business Development, Website, Technology, Social Media, Google, Constant Contact, Salesforce.com, FohBoh, Yelp, Facebook, LinkedIn, Twitter, Youtube, SEO, CRO, Restaurants, Retail, Entrepreneurs

<b>Website</b> http://www.PiedmontAve.com	<b>Industry</b> Marketing and Advertising	<b>Type</b> Privately Held
<b>Headquarters</b> Piedmont Avenue Oakland, CA 94611 United States	<b>Company Size</b> 1-10 employees	<b>Founded</b> 2001

**How You're Connected**

7 first-degree connections  
8 Employees on LinkedIn

[See all](#)

**Careers**

**Interested in Piedmont Avenue Consulting?**  
Learn about our company and culture.



# 5 Micro Blogging

Twitter, Tumblr

- Interact with daily events.
  - How can you relate to what's happening?
- Remind everyone about events.
  - Update information leading up to the event.
- Invite new customers.
  - Friend of a friend of a friend...



## Diablo Magazine

The Pro Bowling Tour is rolling through Dublin in 10 days! Get your insider tips here: <http://bit.ly/dHOZgR>

10:02 AM Jan 16th via SocialOomph

---

Which is your favorite?

6:15 PM Jan 14th via Tweetie for Mac

---

Cupcake Taste-Off! Kara's vs. Frosting Bake Shop in Walnut Creek: <http://tinyurl.com/48zrpxe>

6:15 PM Jan 14th via Tweetie for Mac

---

Dancers, gymnasts, and actors come together in Diavolo, performing in Livermore tonight and tomorrow:

<http://twurl.nl/a6o757>

3:57 PM Jan 14th via Tweetie for Mac

---

Head to Pleasanton tonight for "Comfort Manfood," a guy's cooking class at Pans on Fire (whisky-chocolate cake!):

<http://twurl.nl/a6o757>

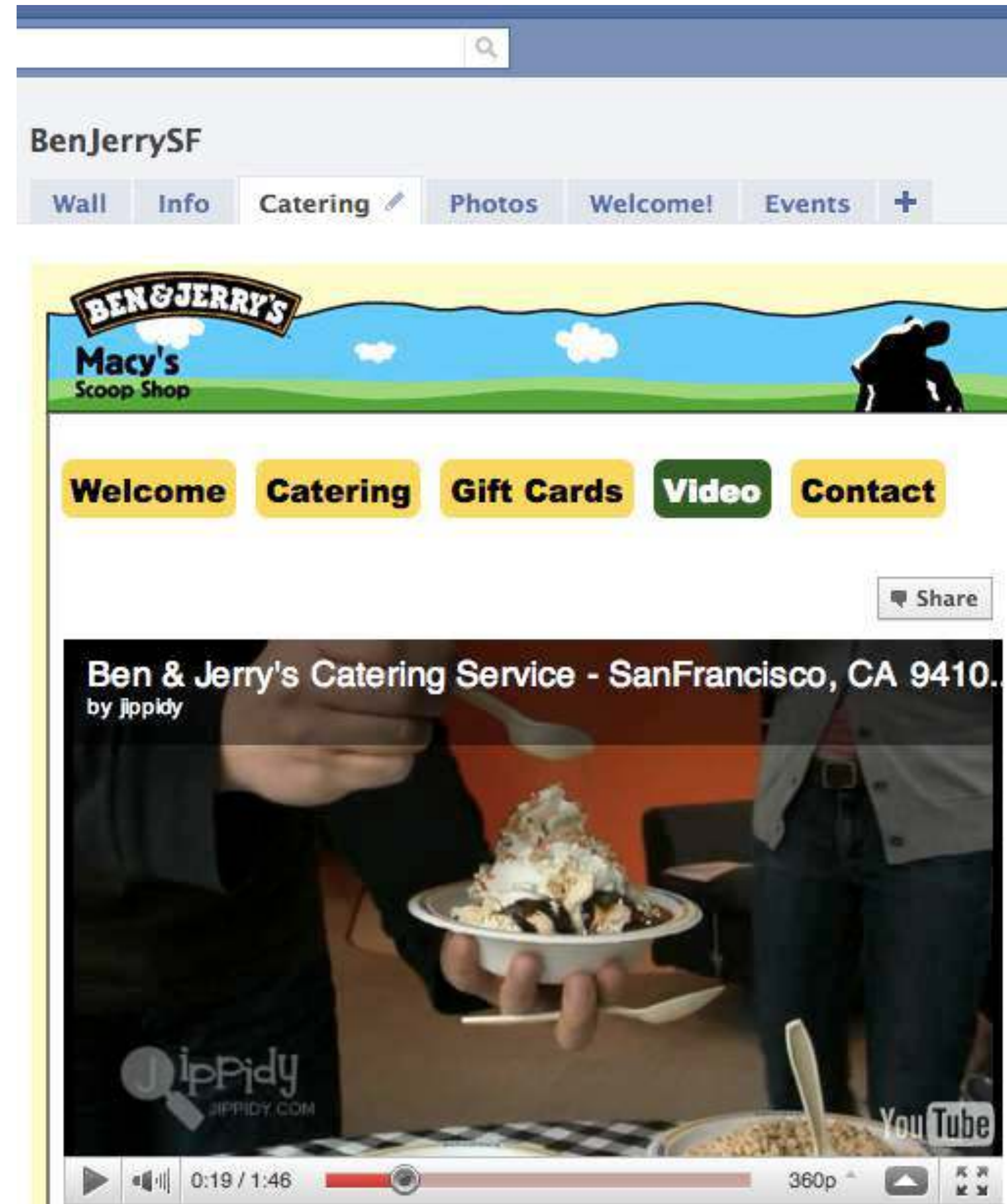
2:51 PM Jan 14th via Tweetie for Mac



# 6 Rich Media

Youtube Videos, iTunes Audio  
PodCast, Flickr Pictures

- Appeal to the senses.
  - The eyes are drawn to an image/video first!
- Attract new customers.
  - If the website quality is great, then people assume the business quality is great, as well.
- Entertain your audience.
  - Get creative with images and videos.





# 7 Mobile Apps

FourSquare, Urbanspoon, Yelp,  
iPhone, SMS Text

- Stay in contact.
  - People are ALWAYS on their smart phones.
- Solidify your relationship.
  - Make the client feel special for receiving extra attention.
- Go the extra mile.
  - This shows that you're following through.



It's easy to join our mailing list!

Just send your email address by text message:

Text  
**DAVID**  
to **22828** to get started.



# 8 Industry Specific

East Bay Express, San Francisco  
Chronicle, DiabloMag.com

- Network within your group.
  - Get the scoop on what's the latest and greatest.\
- Surround yourself with what you want to become.
  - Hang out with like-minded businesses.
- Help those who help you.
  - You never know when you'll need something.





# Industry Specific Example “Best of...” Sites





# 9 Event Promotion

Meetup, Constant Contact Events,  
PlanCast, FullCalendar.com

- Promote what you've got.
  - An event can attract more business.
- Collaborate with others.
  - Get other businesses involve
- Feature your calendar.
  - The internet is a great way to publicize!



PiedmontAve.com 510.761.5895

BRAND AWARENESS | LEAD GENERATION | CUSTOMER LOYALTY | CONTACT US



**Upcoming Events:**

**Discover the Hospitality Gems of the Tri-Valley**  
Food & Wine Tastings ~ Social Media Marketing Experts Panel ~ Social & Business Networking  
Cresta Blanca Ballroom - Robert Livermore Community Center  
4444 East Avenue, Livermore, CA 94550  
Wednesday 03/19/2013 from 4:30pm - 8:00pm

Discover the Hospitality Gems of the Tri-Valley on Tuesday, March 19th from 4:30-8:00PM in the Cresta Blanca Ballroom at the Robert Livermore Community Center. [Register now](#) for this perfect event to try Livermore Valley wines (Wente, Ravenswood Valor, Garre, Tenuta), taste gourmet cuisine





PiedmontAve.com 510.761.5895

**TRES AGAVES TEQUILA TASTING EVENT**



**VIP Tres Agaves Tequila Tasting Event**  
Thur. May 24, 2012 6pm to 8pm



We invite you to explore the origins of the Tres Agaves Tequila with other VIP's while enjoying four tequila tastings created by Élevé, along with a selection of food from Élevé Restaurant's award winning menu.  
[Get more information](#)

This event is completely complimentary because of your relationship with David Mitroff, Ph.D., Piedmont Avenue Consulting, Walnut Creek Events, Eleve Restaurant, or Tres Agaves Tequila.



**PIEDMONT AVENUE CONSULTING**

Piedmont Avenue Consulting was founded by David Mitroff, Ph.D., to meet the growing needs of the consulting relationships he has built with organizations and business owners in the San Francisco Bay Area and beyond over the last 15



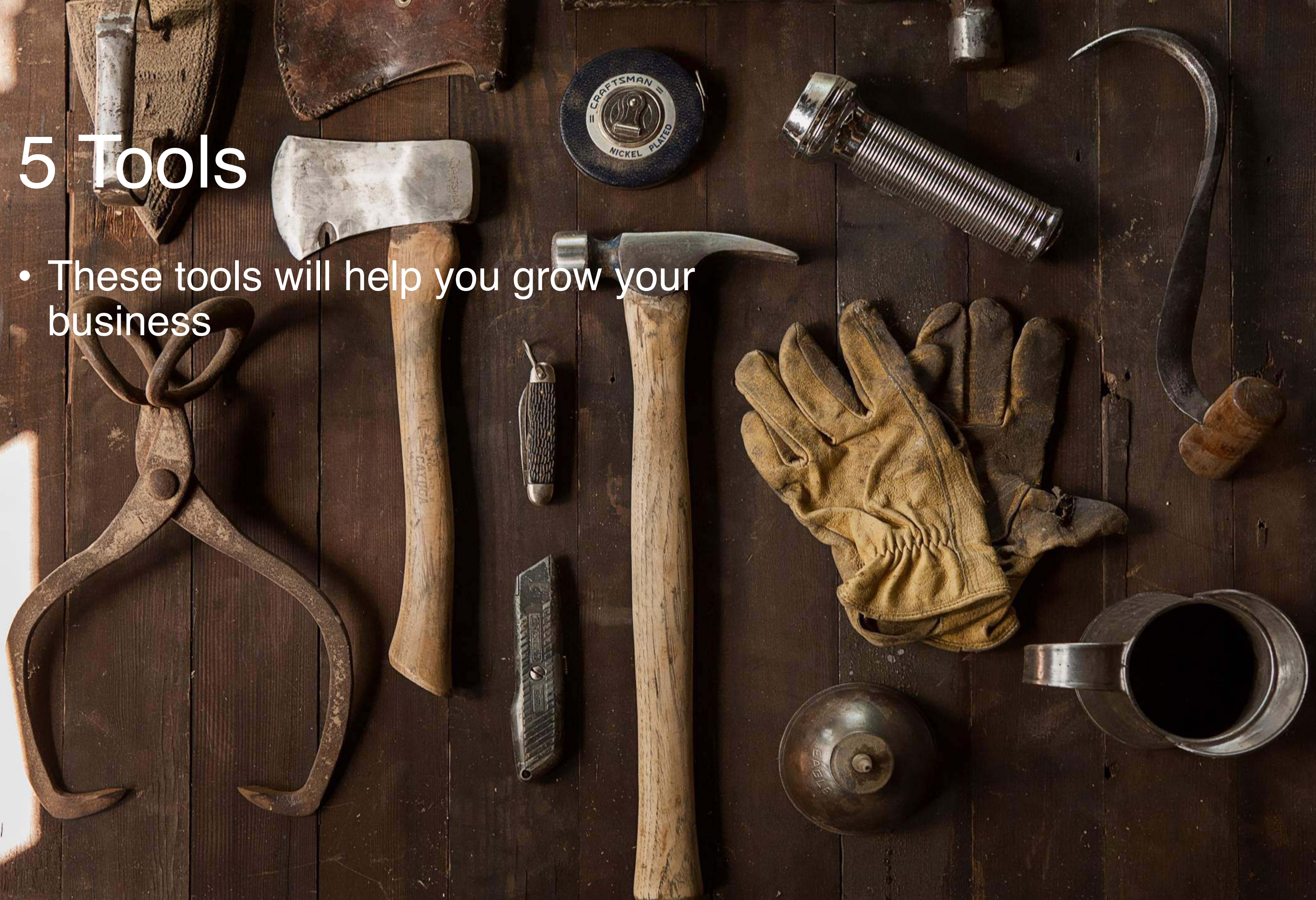
FullCalendar  
Event Promotion Service

FullCalendar - Event Promotion  
[www.sfbayarea.fullcalendar.com](http://www.sfbayarea.fullcalendar.com)

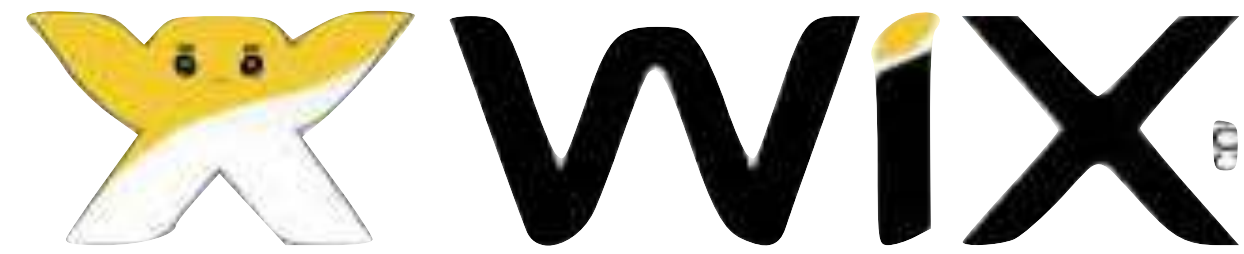


# 5 Tools

- These tools will help you grow your business







- Wix enables everyone to design, publish and host stunning HTML5 websites for free
- Easy drag-and-drop website builder!
- No coding
- No previous design skills







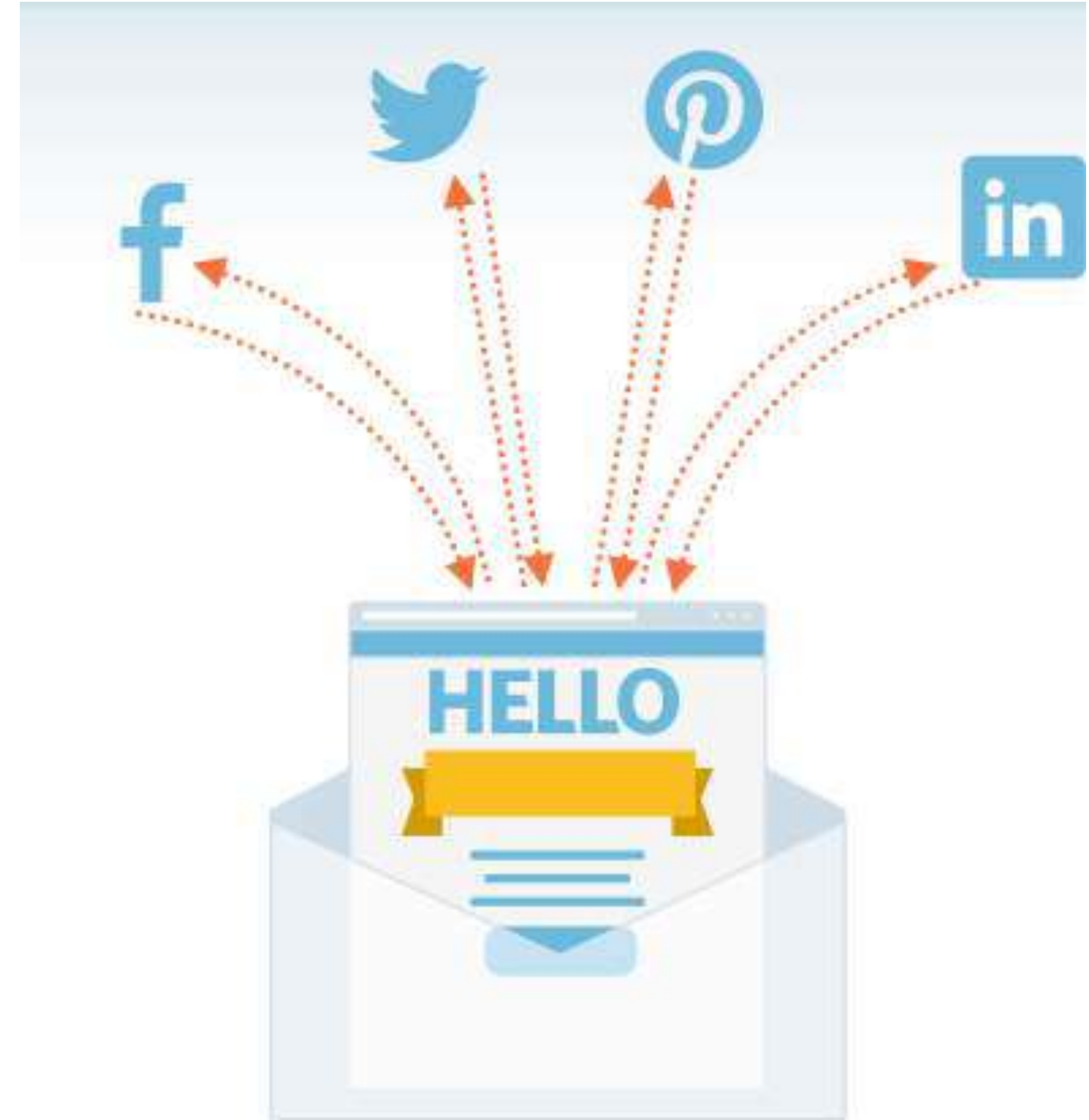
- Be organized with your schedule
- Look professional and give clients and partners options
- Offer meeting maker in your signature, social, website etc.







- Easy tools for keeping track of your lists
- Make email campaigns look professional
- Track your open and click rates easily





# Google Alerts

- Keep track of mentions of your company and competitors
- Be aware of what's going on in your industry in real time
- Use the found content for your marketing plans

Google Alerts - Monitor the Web for interesting new content

Alert frequency: At most once a day

Language: English

Region: Any Region

Quality: Only the best results

[CREATE ALERT](#) [Hide options](#)

Search results:

- ...ss: Jesse Draper, Creator and Host of The Valley Girl Show
- ...Cuban, Sheryl Sandberg, Supreme Court Justice Sandra Day O'Connor, the former CEO of Google ...
- ...ek: Wendy Fewkes
- Star
- ... faux pas was: MC Hammer pants. I wish I hadn't: Lost my dad (I ... with my dad on his boat.





- Outsource work you don't have time for
- Get experts to do work you don't know how to do
- Pick and choose when you need the help



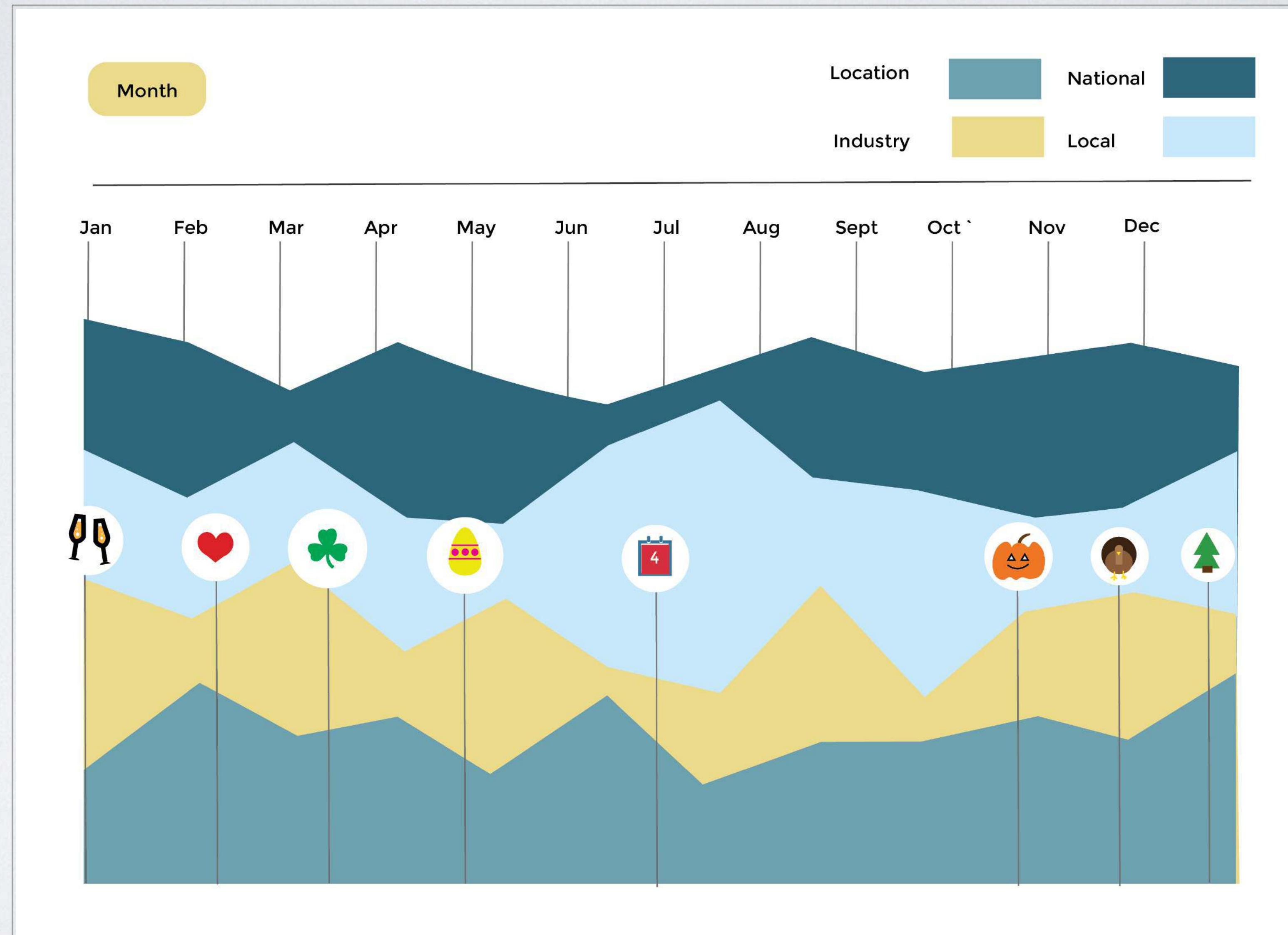




# NEXT STEPS



# 12 MONTH MARKETING CALENDAR





# MONITORING – NUTSHELLMAIL



Settings Help Feedback Tell a Friend

Get Latest Messages

New items:  12  24

facebook

27 New fans 9 New likes  
521 Page views 3 New comments

My Status

Constant Contact As back-to-school time is upon us, do you have plans to learn anything, change anything, grow anything or do more/less of anything to drive your business or org? What is the fall bringing for you?

My Posts

 Constant Contact Tell us the social network you prefer. Obviously Facebook is one of them if you're reading this :-)

Constant Contact Support Blog: Poll Question: What social media networks do you use?  
supportconstantcontact.blogspot.com  
Even if you are still sampling the social media marketing landscape, you probably have an idea of what you like. So what are your favorites?

Sep 2, 9:49 AM

 Corissa St. Laurent Facebook and LinkedIn – also love YouTube!  
Sep 2, 12:12 PM

 LisaMarie Dias My FB Business Page, Twitter and Linked In for work (in that order) FB personal for family and friends (and I do NOT like to find marketing there!)  
Sep 2, 12:15 PM

Comment Like Share Reply to Wall

Track your Page Insights

Read Fan comments

Reply from your  
Inbox

Sign up for a Free  
NutshellMail Account.

[www.nutshellmail.com](http://www.nutshellmail.com)

facebook

twitter

You Tube

Linked in

yelp

foursquare



# Next Steps

1

## Build Your Brand & Take Action

### Today

- Come up with your Growth Plan
- Create a Wix.com website and/or update your website to include:
  - Clear call to action
  - Integrate social media

2

## Increase Brand Awareness

### Next 30 days

- Make adjustments to your Online Business and Personal Presence (test and see what works)
- Work on increasing your brand awareness on Social Media



3

## Keep Learning & Improving

### Next 60 days

- Develop a more comprehensive marketing plan based on your initial tracking and experiments in social media.
- Attend another workshop or event





Find more at [www.PiedmontAve.com/Resources](http://www.PiedmontAve.com/Resources)



# QUESTIONS?

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