

A man with a beard, wearing a dark long-sleeved shirt and a tan apron, is working at a food stall. He is looking down at something in his hands. In the background, there are other people, some wearing red berets, and a sign that says "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), 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



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...

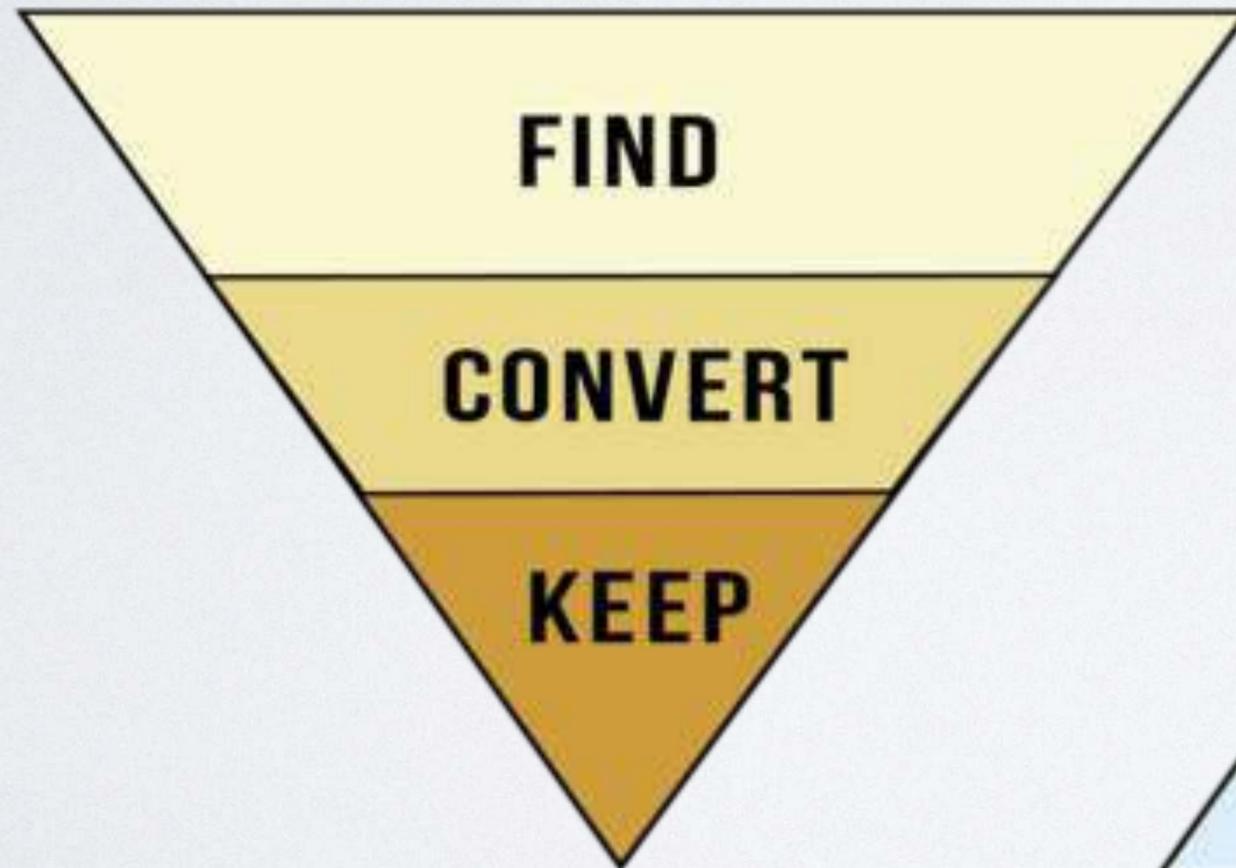
- What to Start Doing?
- What to Stop Doing?
- What to Keep Doing?



Two Approaches to Growth

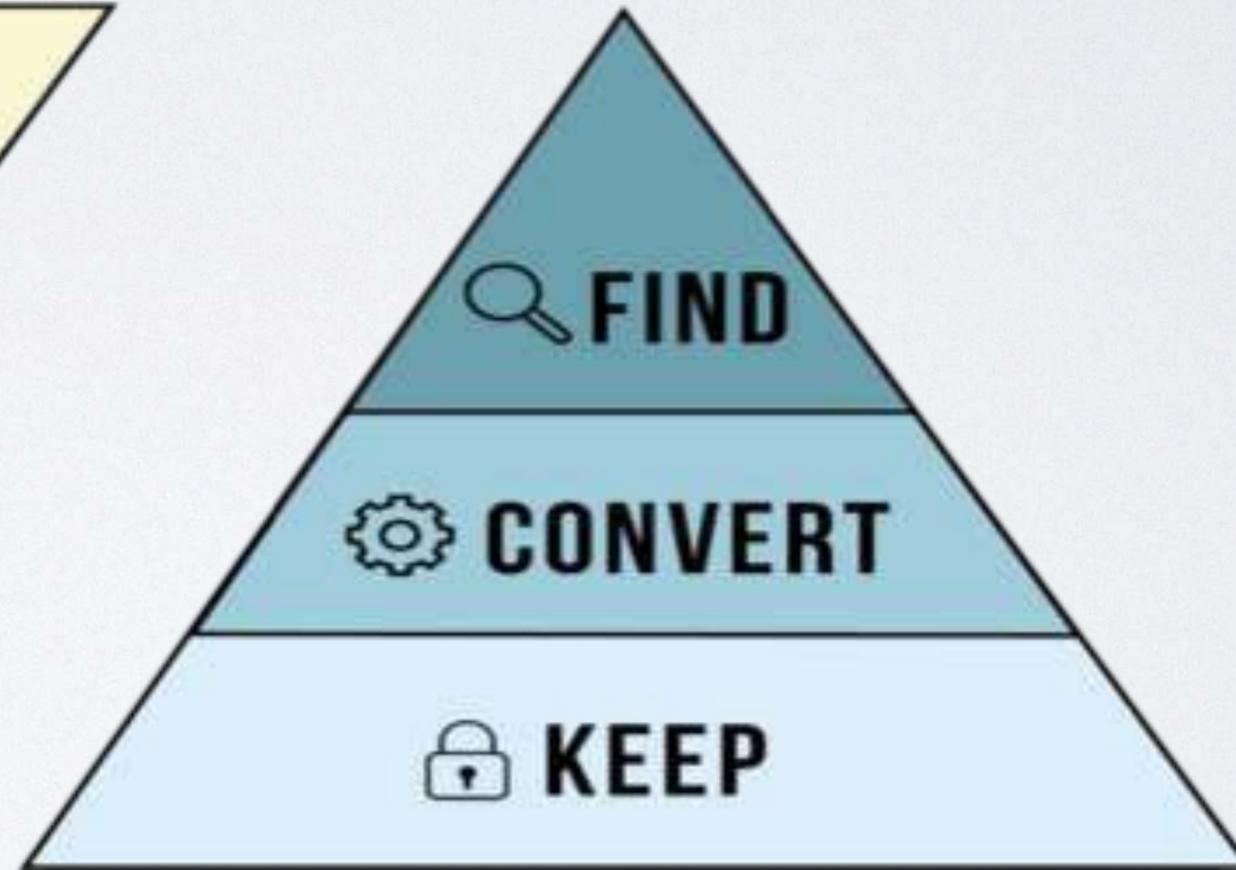
TRADITIONAL

marketing - selling - networking



ENGAGEMENT

marketing - selling - networking

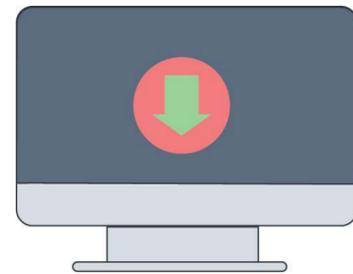


WHAT ARE YOUR CURRENT MARKETING EFFORTS?

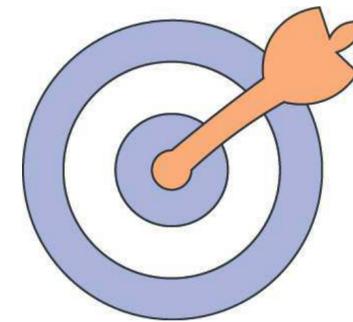




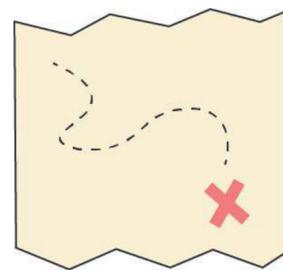
Discounts



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

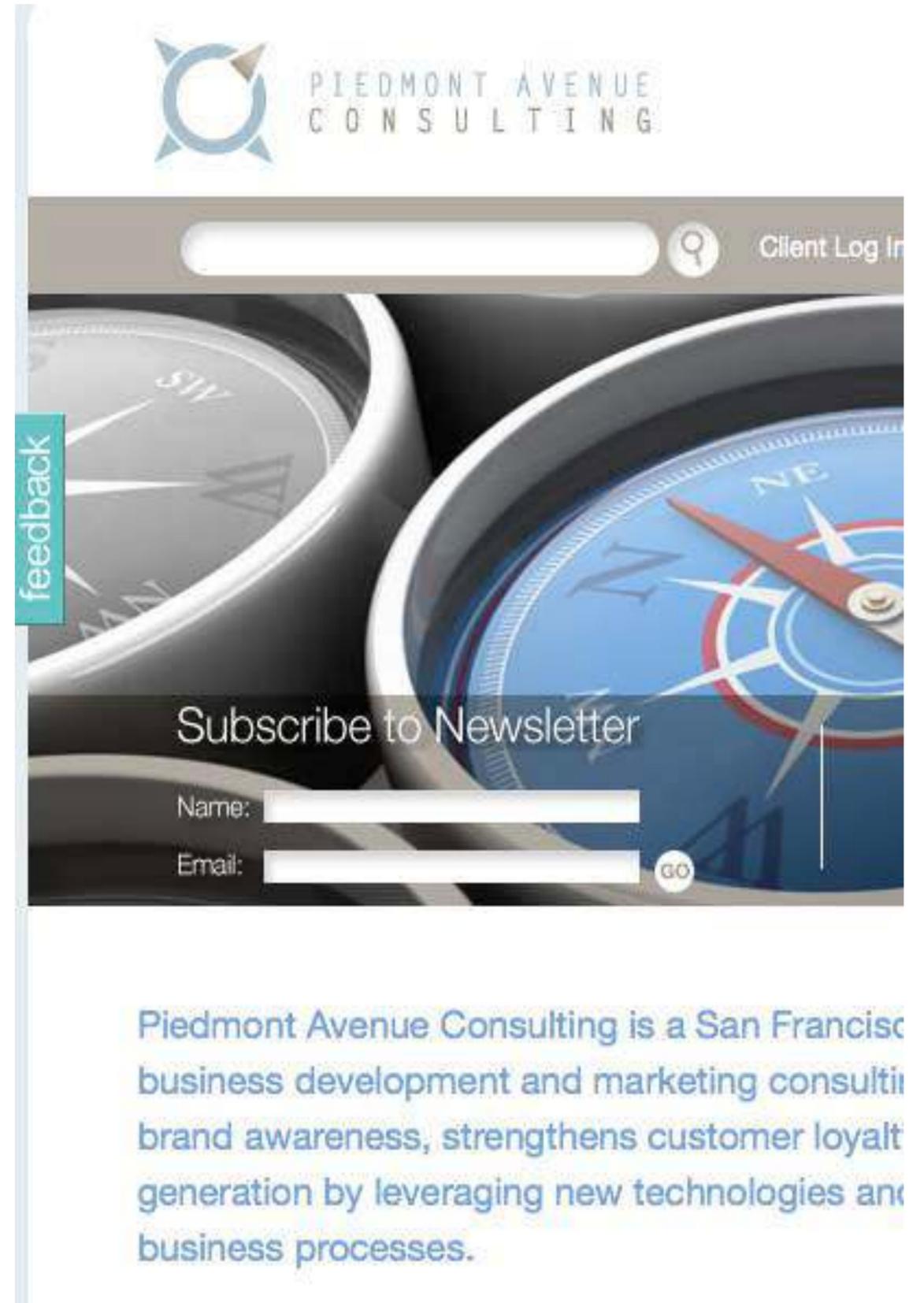
1. Website & Blog
2. Online Directories
3. Review Sites
4. Social Networks
5. Micro Blogging
6. Rich Media
7. Mobile Apps
8. Industry Specific
9. Event Promotion



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

The screenshot shows the Wix.com website interface. At the top, there is a navigation bar with the Wix logo, links for Templates, Explore, Features, My Account, Premium, and Support, a language selector for English, and a Login/Sign up button. Below the navigation bar, the main heading reads "Pick the Blog website template you love". A search bar contains the text "E.g music, photography". On the left, there are filter options: "NEW!", "Most Popular", and "Blank Templates". Below the filters, there are two preview cards for "Food Blog" and "Fashion Blog" templates. The Food Blog template features a large image of green peppers with the text "Salt AND Pepper". The Fashion Blog template features a header "Closet Confidential" and a "TODAY'S OUTFIT" section. Below the template previews, there is a grid of eight feature cards, each with an icon and a brief description:

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

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?

Alameda County
Small Business Development Centers
of Northern California

Services
Free Counseling
Business Seminars
Events

ABOUT
ACSBDC Leadership
Advisor Profiles
Success Stories

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

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 Development Center
The Alameda County SBDC provides

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 [input] Last Name [input]

Address [input]

SIGN UP ✓

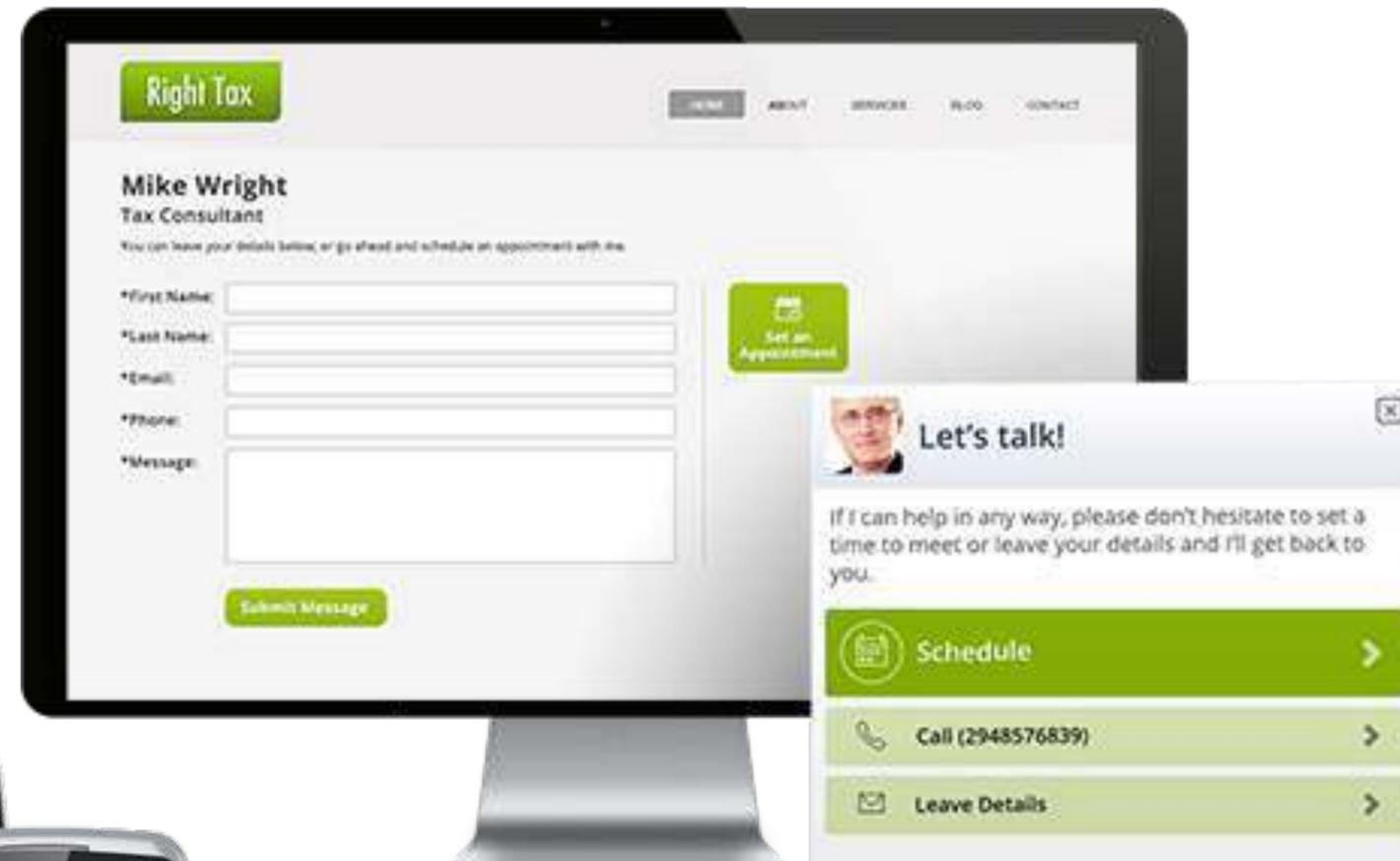
REQUEST FREE Social Media Report

SCHEDULE FREE Consulting Interview

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. Reach them when you work with solid 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.



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.

The image shows a screenshot of the Google Places for Business interface. At the top, the Google logo and 'Places for Business' text are visible. Below this, a search bar contains the text 'ur business on Google' and 'th Places for Business'. A search button with a magnifying glass icon is to the right. The main content area displays a business listing for 'AZ Alteration and Cleaners' with the following details: '3875 Piedmont Avenue, Oakland, CA 94611', phone number '(510) 658-2259', website 'azalterationandcleaners.com', and '5 reviews'. A small photo of the building is shown to the right. Below the listing are links for 'Directions', 'Search nearby', and 'Save to map'. A yellow banner below the listing asks 'IS THIS YOUR BUSINESS?' and features a 'Manage your page' button with a location pin icon. To the right of the listing, a map shows the location of the business and other nearby points of interest like 'Kaiser Fabiola' and 'The Church of St Leo the Great'. At the bottom right, there are partial views of other interface elements, including a 'Join' button and an 'Adobe Premi' logo.

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

In his circles

- Mark Meyer
- Jennine Reyes
- Robert Segovia

Have him in circles



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.



Stream of posts from David Mitroff's Google+ profile, including text updates, photos, and video thumbnails.

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. At the top, the search bar contains "Find tacos, cheap dinner, Max's" and the location is set to "Near San Francisco, CA, US". The navigation bar includes "Restaurants", "Nightlife", "Home Services", "Write a Review", "Events", and "Talk". The business name "Bottega Louie" is prominently displayed with a "Claimed" status and a 4.5-star rating from 13384 reviews. A "Write a Review" button is visible. Below the rating, there are buttons for "Add Photo", "Share", and "Bookmark". The address is listed as "700 S Grand Ave, Los Angeles, CA 90017, Downtown". A map shows the location near Pershing Square and 7th Street / Metro Center. There are several photos: an interior view of the restaurant, a box of Bottega Louie macarons, and a pizza. Business details include: "Today 7:00 am - 10:00 pm Open now", "Menu", "Price range \$11-30", and "Health inspection". Amenities listed are: "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". At the bottom, there are links for "Edit Business Info" and "Work Here? Unlock This Business Page".

4 Social Networks

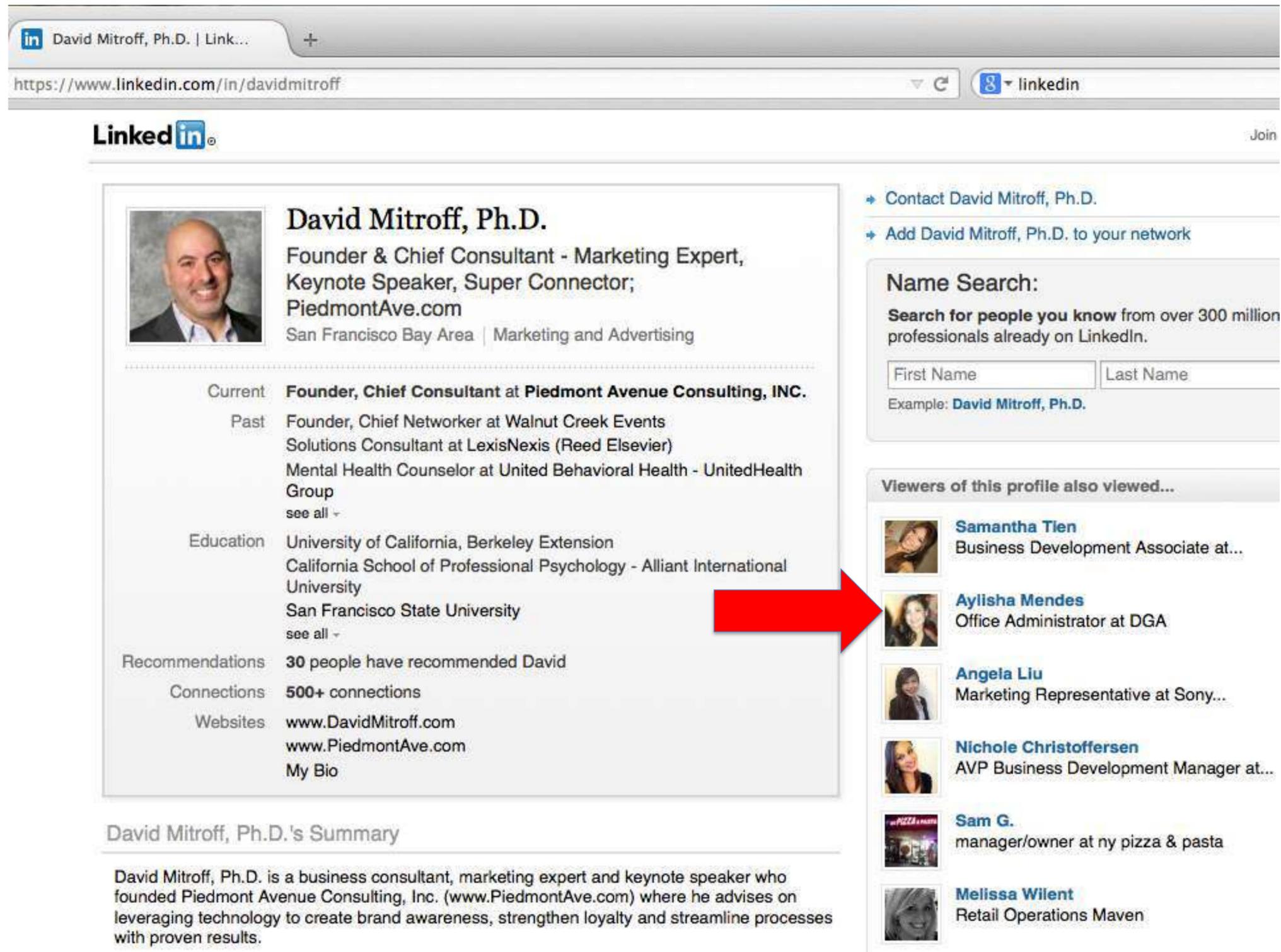
Facebook, LinkedIn, Biznik,
VentureStreet

- 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 LinkedIn profile for David Mitroff, Ph.D. The browser address bar displays the URL <https://www.linkedin.com/in/davidmitroff>. The profile header includes a photo of David Mitroff, his name, and his current title: Founder & Chief Consultant - Marketing Expert, Keynote Speaker, Super Connector; PiedmontAve.com. Below this, a list of his work history is shown, including his current role at Piedmont Avenue Consulting, INC. and past roles at Walnut Creek Events, LexisNexis, and United Behavioral Health. The education section lists the University of California, Berkeley Extension and San Francisco State University. The profile also shows 30 recommendations, 500+ connections, and two websites: www.DavidMitroff.com and www.PiedmontAve.com. A red arrow points from the 'Websites' section to the 'Viewers of this profile also viewed...' section on the right, which lists several other professionals.

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
www.PiedmontAve.com
My Bio

Viewers of this profile also viewed...

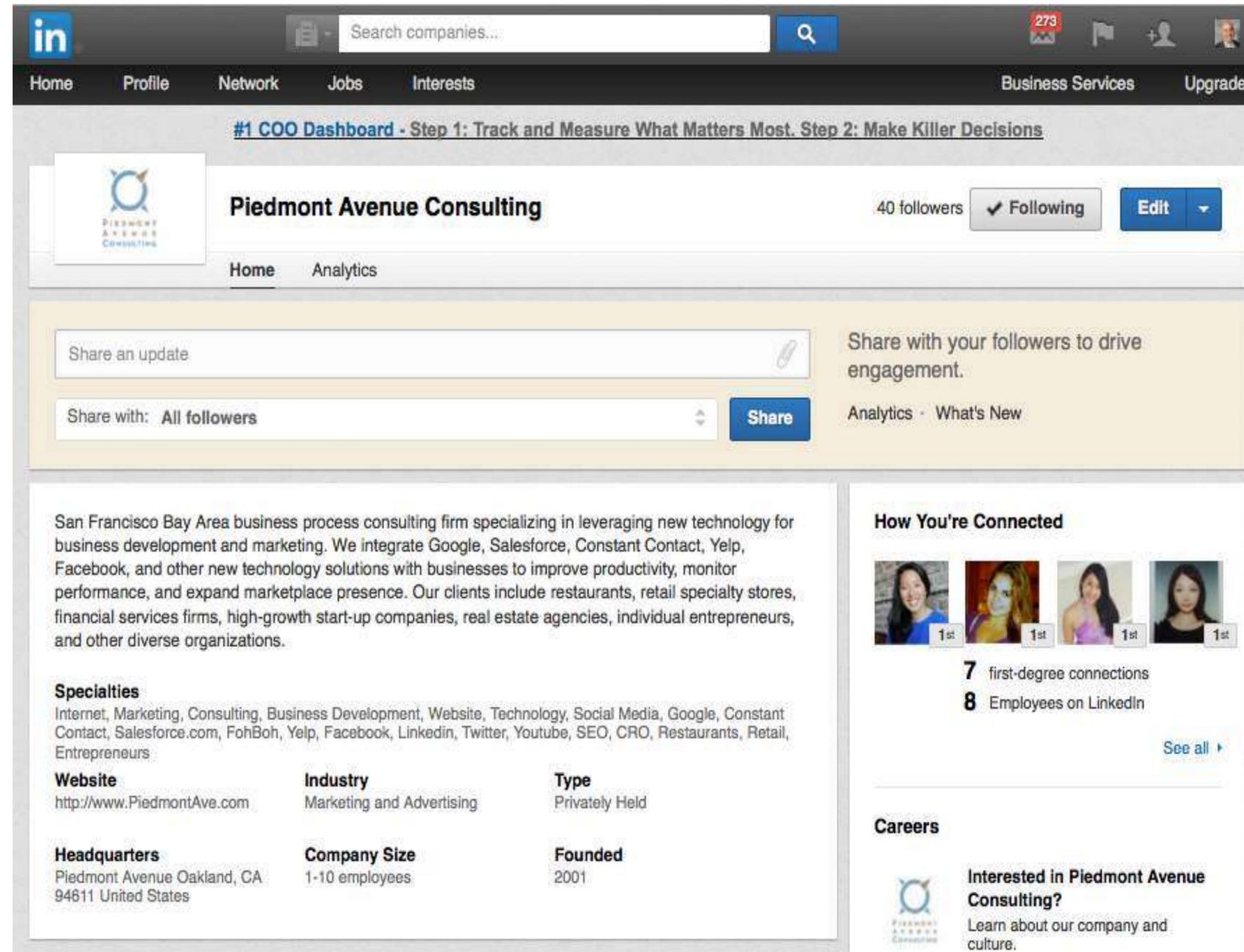
- Samantha Tien**
Business Development Associate at...
- Aylisha Mendes**
Office Administrator at DGA
- Angela Liu**
Marketing Representative at Sony...
- Nichole Christoffersen**
AVP Business Development Manager at...
- Sam G.**
manager/owner at ny pizza & pasta
- Melissa Wilent**
Retail Operations 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) where he advises on leveraging technology to create brand awareness, strengthen loyalty and streamline processes with proven results.

Company Profile -

- 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 shows the LinkedIn profile for Piedmont Avenue Consulting. At the top, there's a navigation bar with 'Home', 'Profile', 'Network', 'Jobs', and 'Interests'. A search bar is also present. Below the navigation, there's a banner for '#1 COO Dashboard'. The company name 'Piedmont Avenue Consulting' is prominently displayed, along with '40 followers' and a 'Following' button. A 'Share an update' box is visible, with a 'Share' button and a dropdown for 'Share with: All followers'. The main content area features a detailed description of the company, its specialties, website, industry, type, headquarters, company size, and founding year. On the right side, there's a 'How You're Connected' section showing 7 first-degree connections and 8 employees on LinkedIn. A 'Careers' section at the bottom right encourages users to learn more about the company and its culture.

Piedmont Avenue Consulting 40 followers [Following](#) [Edit](#)

Home Analytics

Share an update [Share](#)

Share with: All followers

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

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	Founded 2001

How You're Connected

7 first-degree connections
8 Employees on LinkedIn

[See all](#)

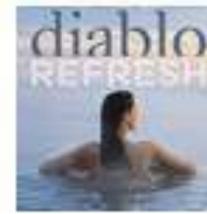
Careers

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...



DiabloMagazine

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!):

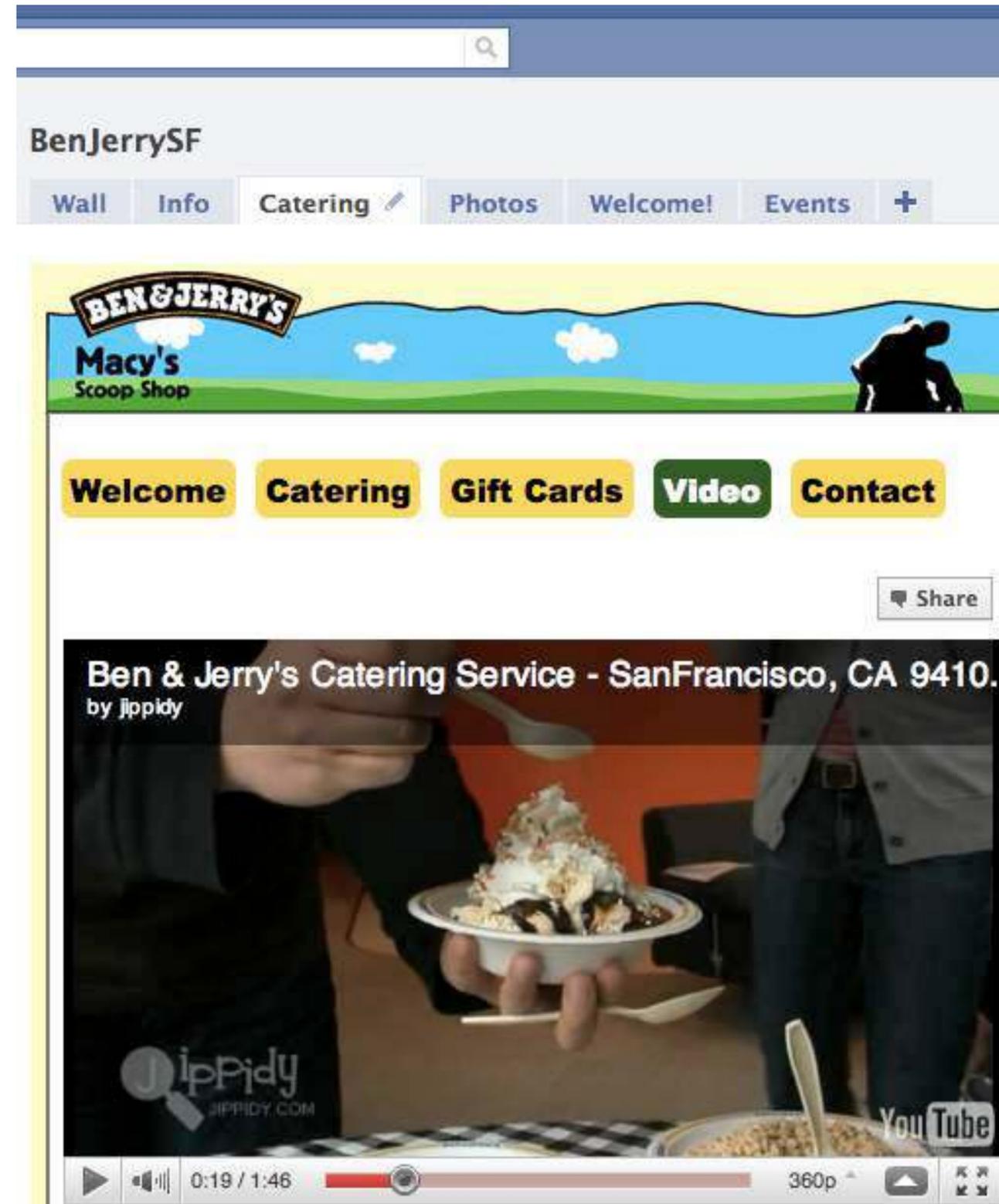
<http://twurl.nl/a6o757>

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.

The screenshot shows the SFGate website header with the SFGate logo and the text 'home of the San Francisco Chronicle'. Below the logo is a search bar and navigation links for 'Home', 'News', 'Sports', 'Business', 'Entertainment', and 'Food'. A prominent advertisement for Bing is visible, stating 'BING PREDICTS THE BEST TIME TO BUY YOUR TICKETS' with a 'FIND FLIGHT DEALS' button. Below the navigation is a section for 'TOP 100 BAY AREA RESTAURANTS' with sub-links for 'Restaurants A-Z', 'Restaurants by Cuisine', and '360°'. A 'Select a region:' dropdown menu is shown with options for 'North Bay', 'San Francisco', 'South Bay', and 'East Bay'.

The map snippet shows a location for 'Aziza' restaurant in San Francisco. The address is '5800 Geary Blvd. (at 22nd Avenue)'. The phone number is '(415) 752-2222'. There is a 'Make a reservation' link. A short description follows: 'Mourad Lahlou uses his Moroccan heritage as a jumping-off point to create some of the most exciting, innovative food in the Bay Area. He's a self-taught, passionate chef who uses modern techniques to bring out the best elements of this ancient cuisine. Although... more'.

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!

PIEDMONT AVENUE CONSULTING
WALNUT CREEK EVENTS
IT'S WHO YOU KNOW
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

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 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

5 Tools

- These tools will help you grow your business



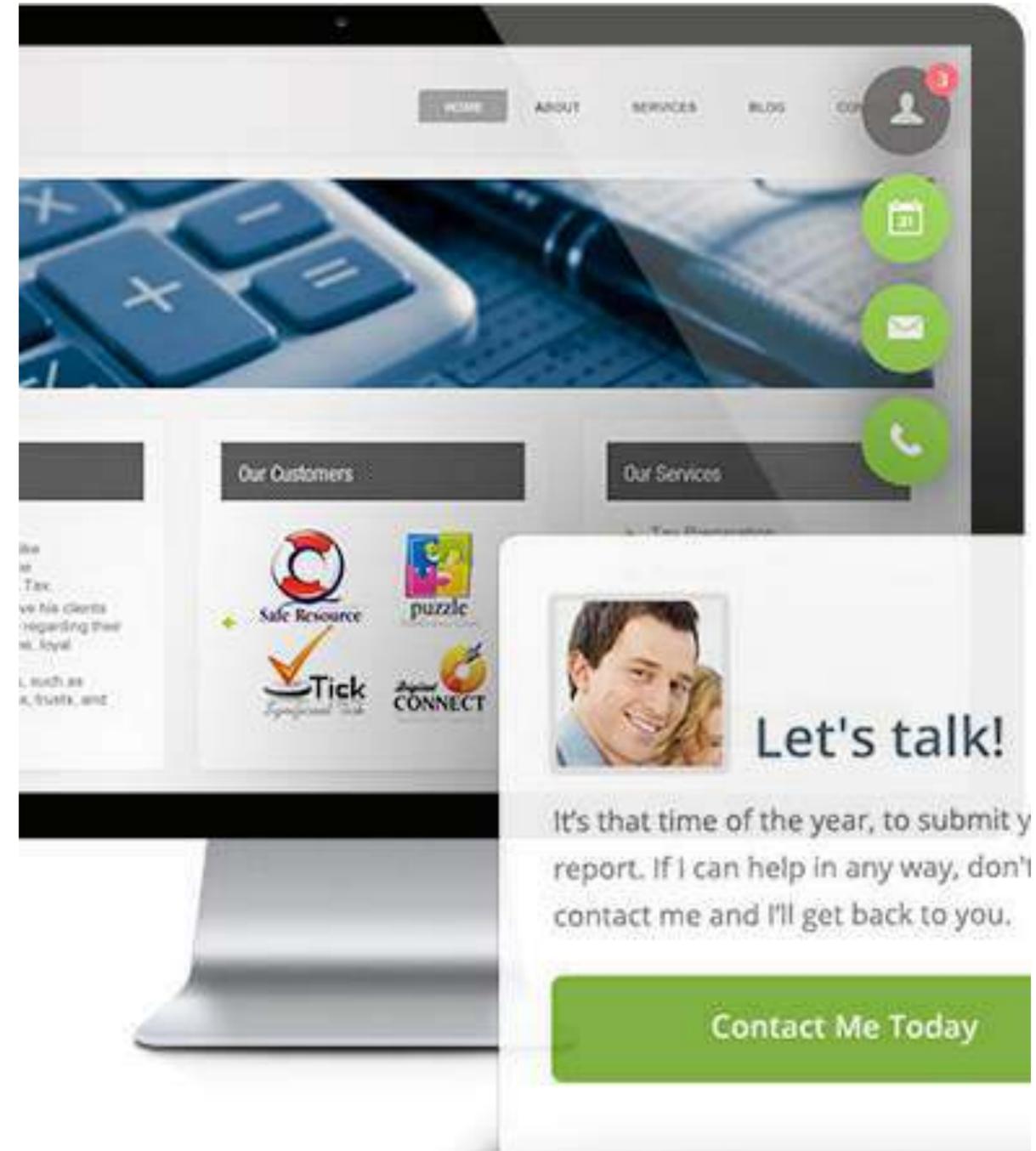


- Wix enables everyone to design, publish and host stunning HTML5 websites for free
- Easy drag-and-drop website builder!
- No coding
- No previous design skills



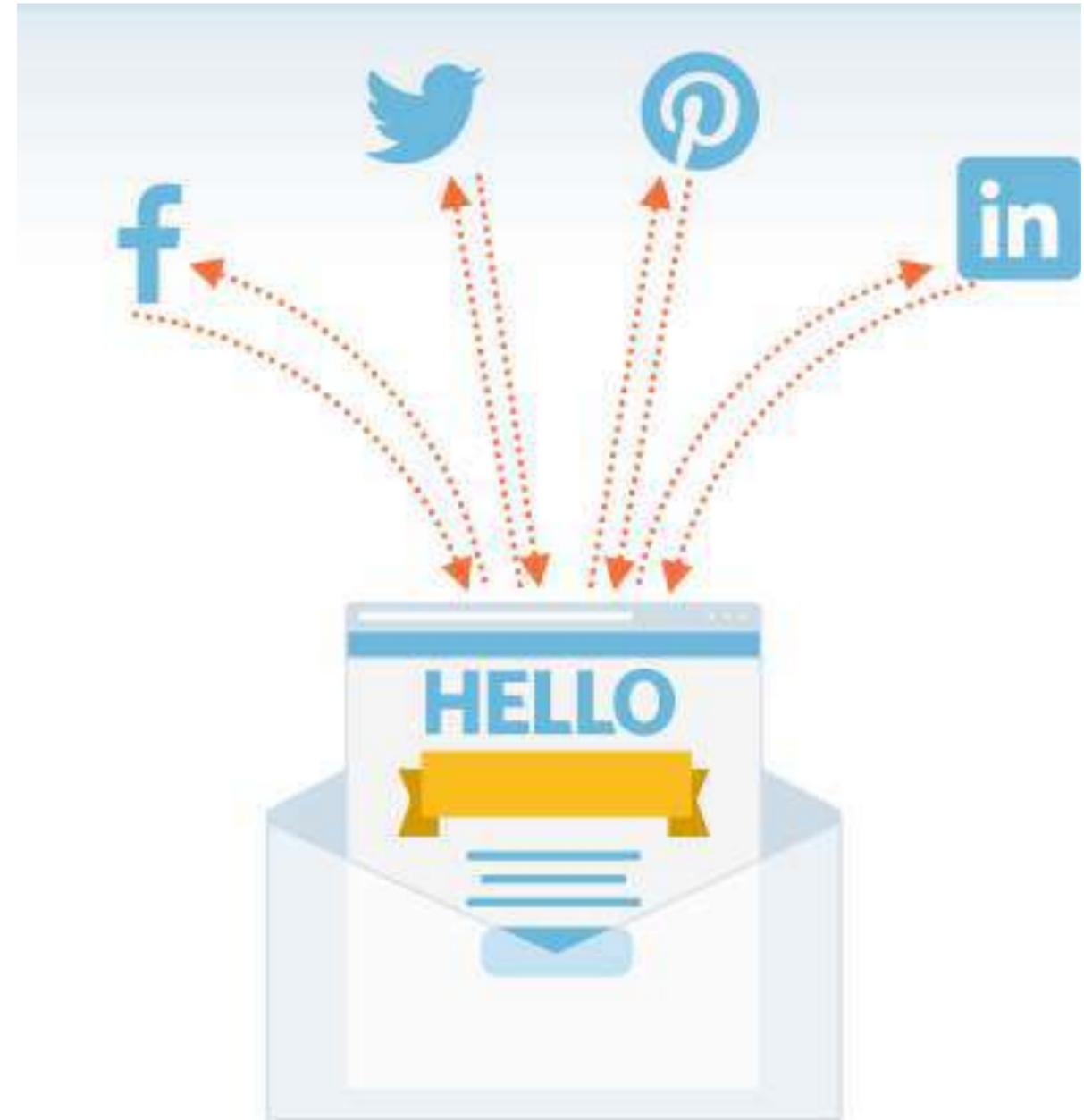


- Be organized with your schedule
- Look professional and give clients and partners options
- Offer meeting maker in your signature, social, website etc.





- 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



The screenshot shows the Google Alerts creation page. At the top, it says "Google Alerts - Monitor the Web for interesting new content". Below this is a search bar with the text "creating new content". To the right of the search bar are several dropdown menus for configuring the alert: "At most once a day", "Automatic", "English", "Any Region", and "Only the best results". Below these menus is a blue "CREATE ALERT" button and a "Hide options" link. The bottom part of the screenshot shows a list of search results, including a snippet about "Jesse Draper, Creator and Host of The Valley Girl Show" and another about "Wendy Fewkes".



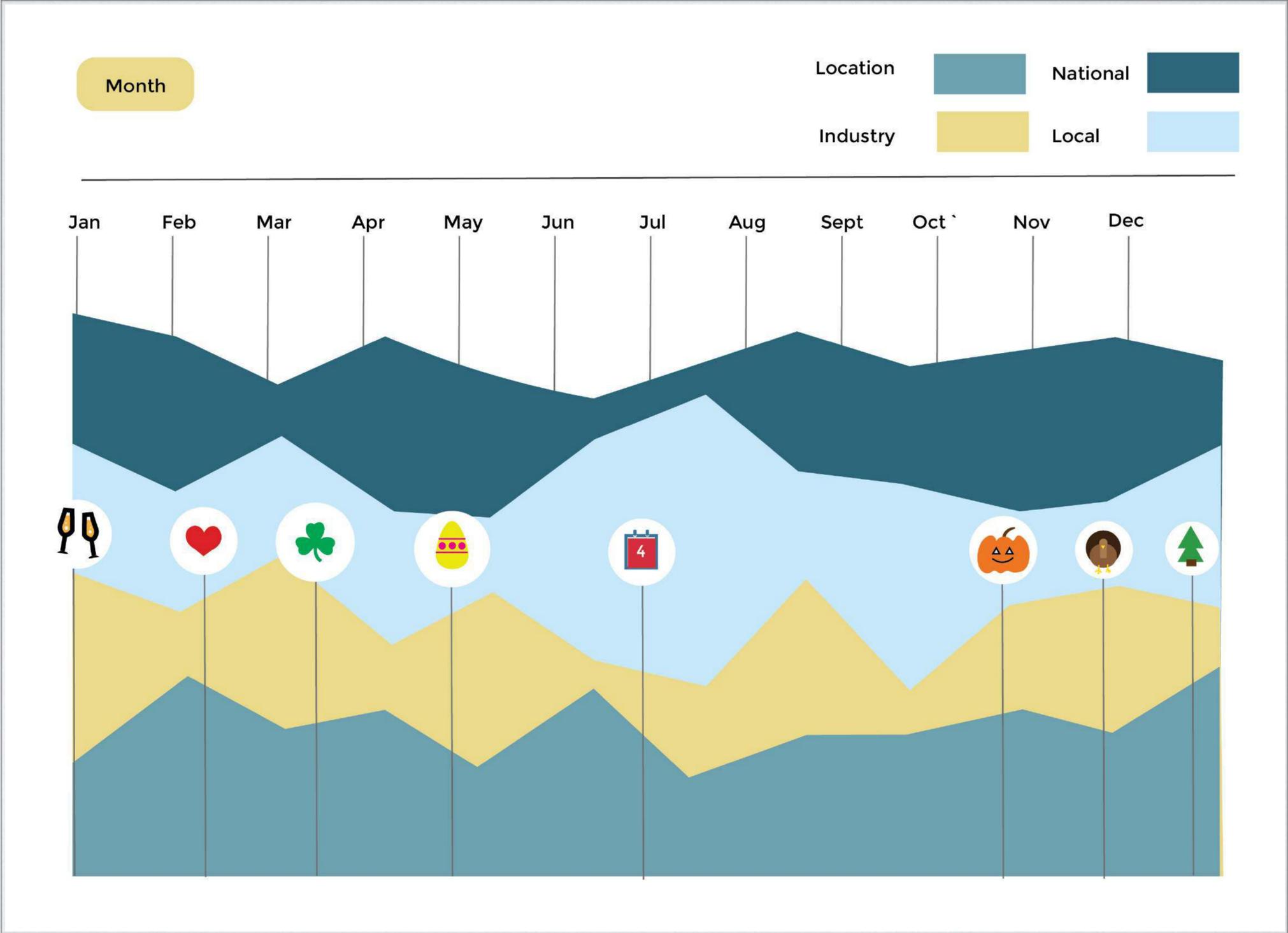
- Outsource work you don't have time for
- Get experts to do work you don't know how to do
- Pick and choose when you need the help

	START		GRAPHICS
MIN	\$ 30	>	Photo Retouching 1 PHOTO IN 1 HOUR
	\$ 30	>	Image Resize & Cropping 1 IMAGE IN 1 HOUR
HOURS	\$ 50	>	Custom Images 1 IMAGE IN 2 HOURS
1 DAY	\$ 50	>	CV Designs 1 PAGE IN 4 HOURS
	\$ 50	>	Icons 10 ICONS IN 1 DAY
	\$ 50	>	Logos 1 LOGO IN 1 DAY
	\$ 50	>	Infographics 1 INFOGRAPHIC IN 1 DAY
	\$ 80	>	Profile Covers 1 COVER IN 1 DAY

NEXT STEPS



12 MONTH MARKETING CALENDAR



MONITORING – NUTSHELLMAIL

NutshellMail
from **Constant Contact**

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

Sign up for a Free
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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



QUESTIONS?

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