

create
customer

A stylized logo for 'create customer'. It features a large, white, serif letter 'A' in the center. The 'A' is surrounded by four curved lines in orange, red, teal, and grey. To the right of the 'A' is an illustration of two hands shaking, one in a white shirt cuff and the other in a dark suit sleeve. The text 'create' is in a white, italicized, sans-serif font, and 'customer' is in a white, bold, italicized, sans-serif font. The entire graphic is set against a grey background.

PROFESSIONAL
CONNECTOR



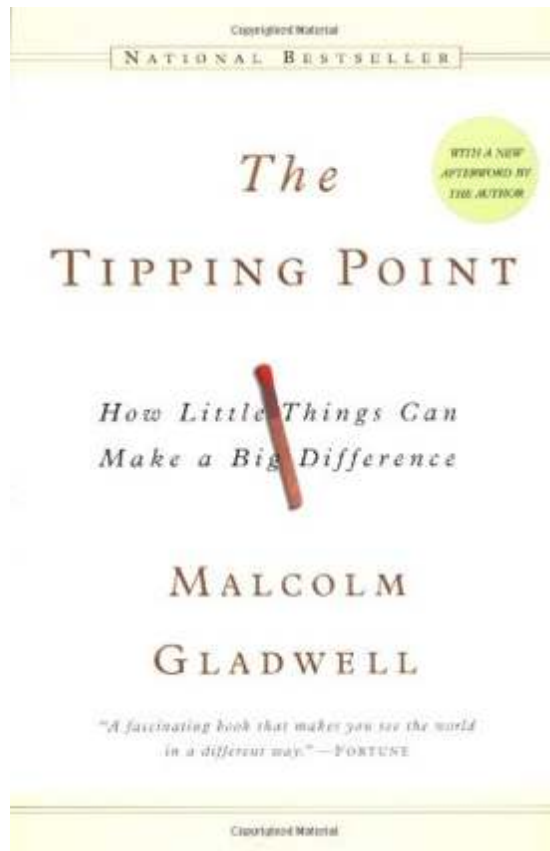
PIEDMONT AVENUE
CONSULTING

What we will cover



- Building Brand & Business Growth Model
- Introduction To Social Media – 9 Key Areas
- 5 Actions to Grow Your Business
- 5 Tools to Grow Your Business
- Additional Resources
- Next Steps





“Acquaintances, in sort, represent a source of social power, and the more acquaintances you have the more powerful you are.”

- Malcolm Gladwell



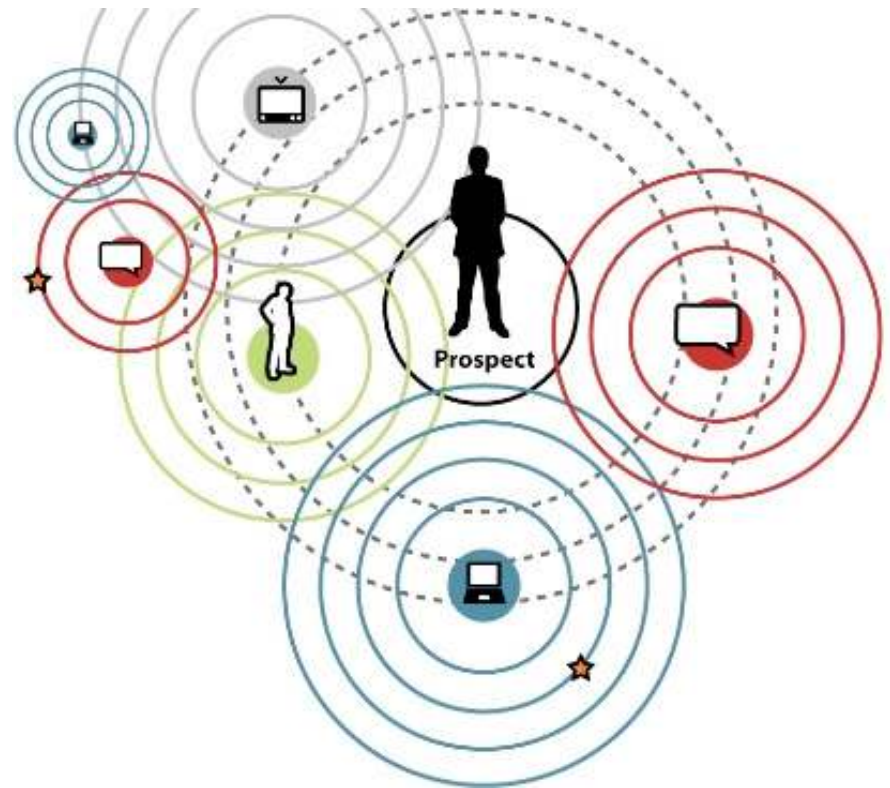
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Building Your Brand with Social Media

- ✓ Create Awareness
- ✓ Strengthen Current Relationships
- ✓ Generate New Opportunities



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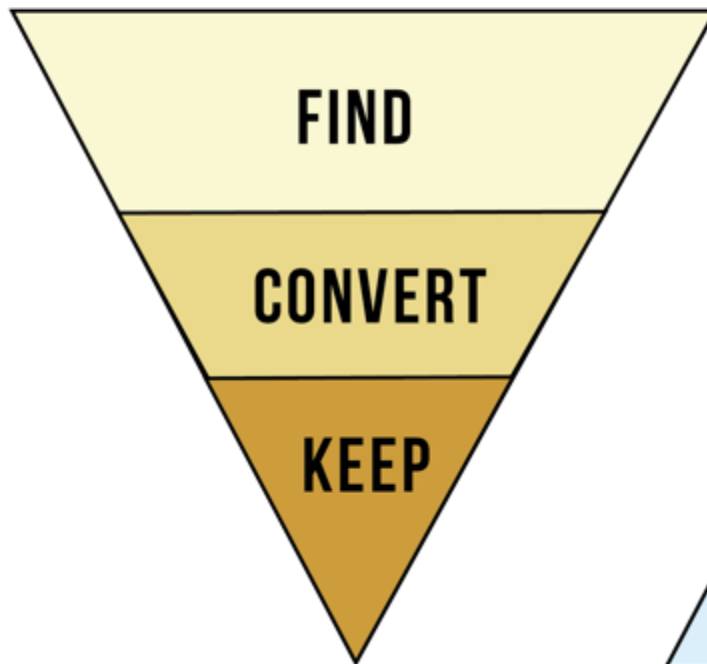


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Two Approaches for Growth

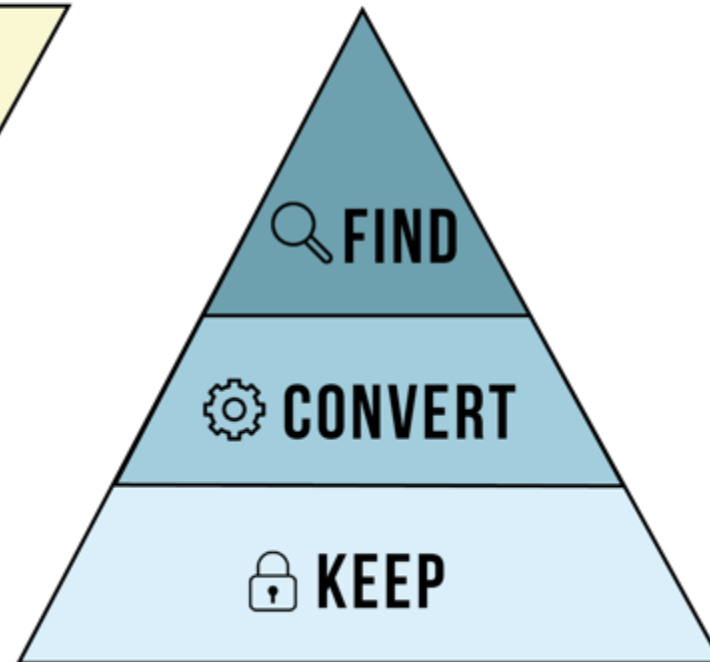
TRADITIONAL

marketing - selling - networking



ENGAGEMENT

marketing - selling - networking



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social media

print ad

ACTIVE

PASSIVE

website

phone call 



face to face meeting

direct mail

cold calling

events

strategic partners

talks

referral/
introduction

email marketing

Call to Action: What Do You Offer?



discounts



downloads



B2B services



hints + tips

**event
invites**



**support
a cause**



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Search for people, jobs, companies and more...



Advanced



Home

Profile

Connections

Jobs

Interests

Business Services

Try Premium for free



David Mitroff, P.h.D

Founder & Chief Consultant - Marketing Expert, Keynote Speaker,
Super Connector, PiedmontAve.com

San Francisco Bay Area | Marketing & Consulting

Complete your profile

Edit

954
connections

www.linkedin.com/pub/johnparker/98/95/937/

Contact info

People You May Know



Mery Duncan

Social Manager

Who's Viewed Your Profile

7 Your profile has been viewed by 7
people in the past 90 days.

INTRODUCTION TO SOCIAL MEDIA

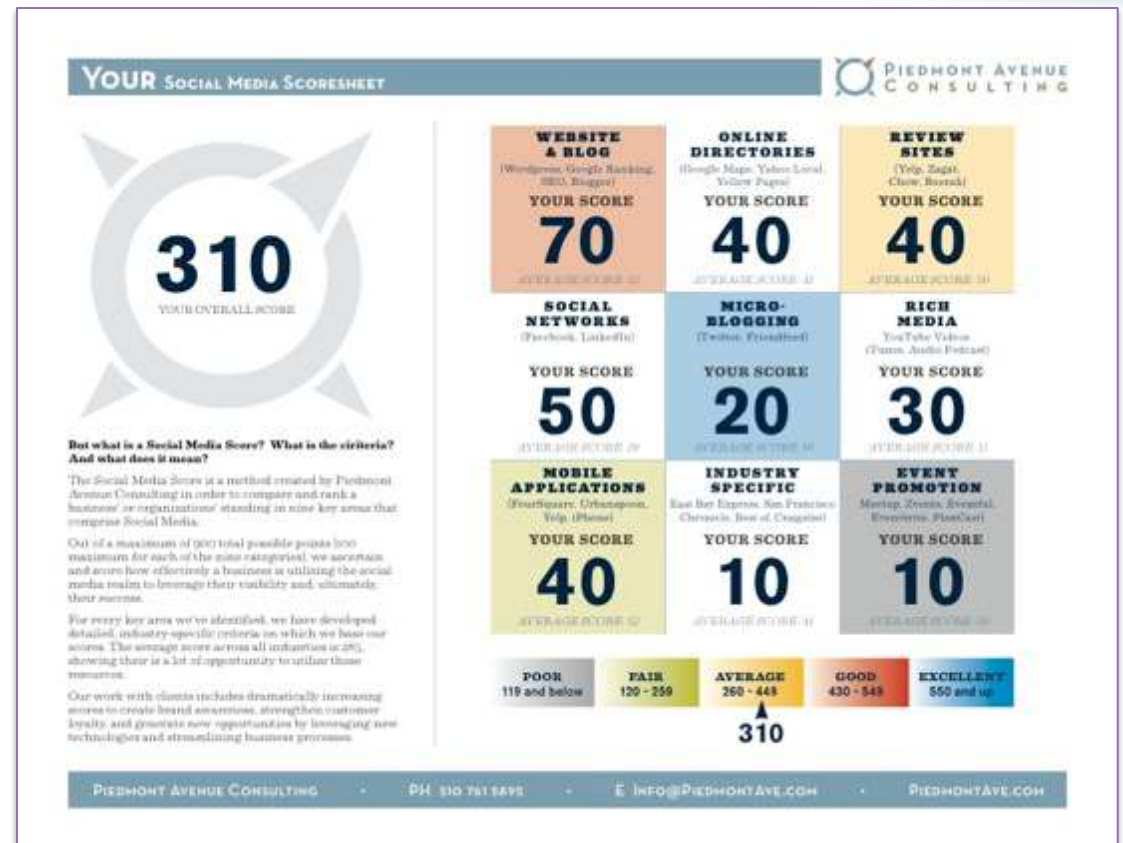
Profile Strength

All-Star



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



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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.



Piedmont Avenue Consulting is a San Francisco business development and marketing consulting firm that helps businesses increase brand awareness, strengthens customer loyalty, and generates new business by leveraging new technologies and business processes.



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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

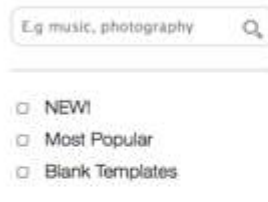


Website – Wix.com

Build your Website Today











Pick the Blog website template you love



**Create
four 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**

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



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)



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Calls 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...I still can't believe I g..."

The Alameda County Small Business Development Center
The Alameda County SBDC provides

Client Log In | Blog

in f t d r S SIGN UP FOR OUR NEWSLETTER ✓

Subscribe to Newsletter

First Name [input] Last Name [input]
Email [input] Address [input]

SIGN UP ✓

REQUEST FREE Social Media Report

SCHEDULE FREE Consulting Interview

Directing success through creative insight and measurable results.

Call to Action – vCita

Online Scheduling Software and Business Calendar



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



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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. You're sure to reach them when you work with Constant Contact. Build relationships, drive revenue, and [deliver 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 ✓



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Social Media Links

- Does the homepage contain links to other sites, pages, accounts such as:
 - Facebook
 - Twitter
 - Local Groups
- Clear icons, links, buttons for such sites



CONNECT WITH US

 [Get our Email Newsletter](#)

 [Join us on Facebook](#)

 [People Love Us on Yelp](#)

UPCOMING EVENTS

November Art Walk

Website Checklist

- Is the domain/web address clearly branded and easily identifiable?
- Is it independent from a website/blog support or production site?
- Is the brand/purpose of the site readily seen on the home/landing page?
- Does the site include information about the business such as purpose, story, background or 'what we're about'?
- Does the homepage contain links to other sites/pages/accounts such as Facebook, Twitter or other affiliate groups?
- Are there clear icons/links? buttons for such sites?
- Is contact information available such as email/phone/address?
- (CALL TO ACTION) Are services/products labeled and promoted properly?
- Is there a medium to interact with clients such as an email signup?
- Does the theme of the website continue throughout each page?
- How are the graphics of the page? Images, fonts, layout, etc.
- How often is the website updated/monitored? Is it relevant?



2 Online Directories

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

Google Places for Business

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

The screenshot displays a Google Maps interface with two business listings overlaid. The first listing is for "AZ Alteration and Cleaners" located at 3875 Piedmont Avenue, Oakland, CA 94611, with a phone number (510) 658-2259 and website azalterationandcleaners.com. It has 5 reviews and a photo of the storefront. The second listing is for "Mrs. Meyer's Clean Day®", described as a "Natural All Purpose Cleaner" with the website www.mrsmeyers.com/. A "Manage your page" button is visible in the bottom right corner of the map area. The background shows a street map of Oakland, CA, with labels for Frog Park and Piedmont Avenue.

GOOGLE – GET YOUR BUSINESS ONLINE



Get Online – California Get Your Business Online

http://www.gybo.com

That was easy!



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+



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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 No circles

- Mark Meyer
- Jennifer Reyes
- Robert Sargis

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.




3 Review Sites

Yelp, Zagat, Chow, Lawyers.com

- 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 Navlet's Garden Centers. At the top, the Yelp logo is on the left, and a search bar contains "Find tacos, cheap dinner, Max's" and "Near: Dublin, CA". Navigation links include Home, About Me, Write a Review, Find Friends, Messages, Talk, and Events. The business name "Navlet's Garden Centers" is prominently displayed, along with a 4.5-star rating and "47 reviews". A red "Write a Review" button is visible. Below the name, the category "Nurseries & Gardening" is shown. A map snippet shows the location at 2895 Contra Costa Blvd, Pleasant Hill, CA 94523. To the right, there are photos of the garden center, including a close-up of a potted plant. A "See all 24 photos" link is present. Below the photos, there are three review snippets with user avatars and text: "they can provide you with advice about the soil too -- so don't be afraid to ask -- that's what they're there for...to help you have a green thumb!" (5 reviews), "Great place for indoor and outdoor plants." (2 reviews), and "My other tomato was a determinate variety of Early Girl." (2 reviews). On the right side of the page, there is a "Hours" section showing "Today 9:00 am - 5:30 pm" and "Open now", a "Price Range" of "Moderate", and a "Compare Deck Installation" advertisement. 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.



Eleve Restaurant

218 J'aime · 13 personnes en parlent · 907 personnes étaient

• Restaurant vietnamien
• 1677 N.Main St, Walnut Creek, CA.
• 1 (925) 979-1677
• Aujourd'hui 11:30 - 14:30, 17:00 - 21:00

[À propos](#)



[Photos](#)



[Welcome](#)



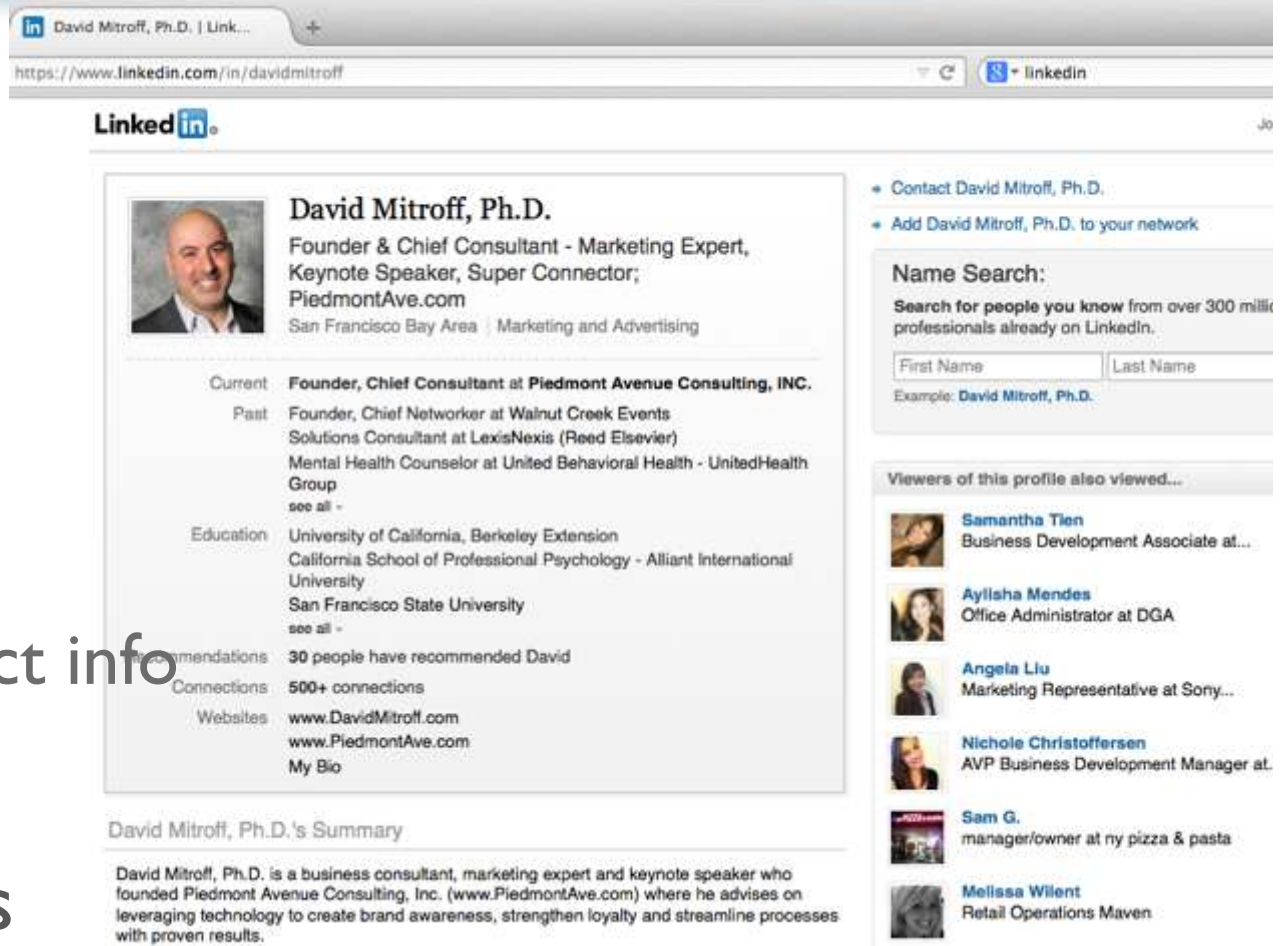
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Personal Profile - LinkedIn

- 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 past roles is shown, including Founder, Chief Networker at Walnut Creek Events, Solutions Consultant at LexisNexis (Reed Elsevier), and Mental Health Counselor at United Behavioral Health - UnitedHealth Group. 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. On the right side, there are options to contact David Mitroff, Ph.D. or add him to the network, a name search box, and a list of viewers who also viewed his profile, including Samantha Tien, Aylisha Mendes, Angela Liu, Nichole Christoffersen, Sam G., and Melissa Wilent.



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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 shows the LinkedIn profile page for Piedmont Avenue Consulting. At the top, there's a navigation bar with 'Home', 'Profile', 'Network', 'Jobs', and 'Interests'. Below that, a search bar and a 'Business Services' link are visible. The main header features the company logo, name 'Piedmont Avenue Consulting', and '40 followers' with a 'Following' button. A 'Share an update' section is present, along with a 'Share with: All followers' dropdown and a 'Share' button. The company description states: '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.' Below this, a table lists key details:

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

On the right side, the 'How You're Connected' section shows 7 first-degree connections and 8 employees on LinkedIn. A 'Careers' section at the bottom right asks 'Interested in Piedmont Avenue Consulting?' and provides a link to learn more.

5 Micro Blogging

Twitter, Friendfeed

- 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/48zrpqe>

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



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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.

The image shows a screenshot of a Facebook page for 'BenJerrySF'. The page header includes navigation tabs for 'Wall', 'Info', 'Catering', 'Photos', 'Welcome!', and 'Events'. Below the header is a banner for 'Macy's Scoop Shop' with a silhouette of a person. A row of buttons includes 'Welcome', 'Catering', 'Gift Cards', 'Video', and 'Contact'. A 'Share' button is visible. The main content area features a video player with the title 'Ben & Jerry's Catering Service - San Francisco, CA 9410.' by jppidy. The video shows a person holding a bowl of ice cream. The video player controls show a progress bar at 0:19 / 1:46 and a resolution of 360p.



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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 image shows a screenshot of the SFGate website. At the top, there's a search bar and navigation links for Home, News, Sports, Business, Entertainment, and Food. Below the navigation, there's a section for 'TOP 100 BAY AREA RESTAURANTS'. A map of San Francisco is visible, with a popup window for 'Aziza' restaurant. The popup provides the address (5800 Geary Blvd. at 22nd Avenue), phone number (415) 752-2222, and a brief description of the chef Mourad Lahlou's Moroccan heritage and modern techniques.



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Industry Specific Example “Best of...” Sites



9 Event Promotion

Meetup, Zvents, Constant Contact Events, PlanCast, FullCalendar.com

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



When
Thursday July 19, 2012 from 4:00 PM to 8:00 PM PDT

 [Add to my calendar](#)

Where
Eleve Restaurant
1677 North Main Street
Walnut Creek, CA 94596



Social Media Marketing Made S Followed By Networking Event

Thursday July 19, 2012 from 4:00pm to 8:00pm

Constant Contact Social Media Workshop Start

@ Eleve Restaurant - 1677 North Main Street, V

This free event is the perfect combination of workshop and ne professionals. First, learn Social Media strategies (4:15pm-5:00p; the Constant Contact Workshop and then be social (5:15pm-8:00pr drinks and Eleve Restaurant's elegant setting, during the Networkir



FullCalendar - Event Promotion
www.sfbayarea.fullcalendar.com



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Event Promotion: Email Marketing







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



David Mitroff, Ph.D.

David@Piedmontave.com
 510-761-5895

Piedmont Avenue Consulting was founded by David Mitroff, Ph.D., to meet the growing needs of the...




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 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



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Event Promotion: Twitter



The screenshot shows the Twitter profile page for Walnut Creek Events (@WalnutCrkEvents). The profile header includes the account name, handle, and bio: "Walnut Creek Events produces and provides listings of upcoming Walnut Creek Networking, Social, and Business events. Walnut Creek, CA 94596 · WalnutCreekEvents.com". The bio is displayed in a dark grey box with the Walnut Creek Events logo (silhouettes of people) above it. Below the bio, statistics show 28 tweets, 109 following, and 745 followers. A "Following" button is visible. The "Tweets" section shows two tweets from the account, both promoting upcoming events with links to Constant Contact pages. The left sidebar contains navigation options like "Tweets", "Following", "Followers", "Favorites", and "Lists", along with a "Who to follow" section listing ABC7 News, NBC Bay Area, and People magazine.

Event Promotion: Facebook



The screenshot shows the Facebook interface for the 'Walnut Creek Events' page. At the top, there is a blue navigation bar with the Facebook logo on the left and login fields for 'Email or Phone' and 'Password' on the right, including a 'Log In' button and a 'Keep me logged in' checkbox. Below the navigation bar is a large banner image featuring a collage of event photos. A white text box is overlaid on the banner, stating 'Walnut Creek Events is on Facebook. To connect with Walnut Creek Events, sign up for Facebook today.' with 'Sign Up' and 'Log In' buttons. Below the banner is the page header for 'Walnut Creek Events', which includes a profile picture of a group of people, the name 'Walnut Creek Events', and '493 likes · 8 talking about this'. To the right of the header are 'Like' and 'Share' buttons. Below the header is a section with 'About' information: 'Arts/Entertainment/Nightlife', 'Walnut Creek, California 94596', and '(511) 761-5895'. To the right of the 'About' section are icons for 'Photos', 'Likes' (showing 493), 'Like us VIP / 3 Offers', and 'Join My List'. At the bottom of the page is a 'Highlights' dropdown menu.



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Event Promotion: LinkedIn Groups



LinkedIn Account Type: Basic | Upgrade 135

Home Profile Contacts Groups Jobs Inbox Companies News More Groups ▾

Walnut Creek Events

Discussions Members Promotions Jobs Search Manage 23 More...

Take a minute to set up your open group for success.
[Modify write permissions in Group Settings »](#)
[Edit your Group Rules »](#)

Start: Discussion Poll

Your Activity

Make sure to use [LinkedIn Groups](#) and other Social Media platforms before, during, and after events! 101

Add more details...

[Attach a link](#) [Share](#)

Choose Your View ▾

See you Wednesday 5/29 at 5:30pm at the Event on Events in the Oakland Hills -

Event Promotion: Meetup Groups



The screenshot shows a Meetup group page for "Walnut Creek Events". At the top, there are navigation links for "Find" and "Start" a Meetup Group. The group name "WALNUT CREEK EVENTS" is prominently displayed with a tree logo. Below the name, it says "Visit us at walnutcreekevents.com" and lists activities: "Networking - Socializing - Live Music - And much more". The page includes a navigation bar with "Home", "Members", "Sponsors", "Photos", "Pages", "Discussions", and "More". The main content area features a "Welcome, Walnut Creek Networkers: It's Who You Know" message and a "SCHEDULE A NEW MEETUP" button. A featured event is "Morning Breakfast Mixer (9:45am-11:15am) @ Lafayette Park Hotel" on Friday, May 10, 9:45 AM, with 1 attending and 7 spots left. The event description mentions a successful previous event where business deals were made. A table below lists past events: "Morning Breakfast Mixer (9:45am-11:15am) @ Lafayette Park Hotel" on June 14, July 12, and August 9, each with 1 attending. The page also includes a "What's new" section with photos of members and a "Recent Meetups" section. The Meetup logo is visible on the right side of the screenshot.



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5 ACTIONS

What you could be doing to grow your business

Action #1: Update Your Marketing Strategy

Do it!:

- Keep your strategy relevant
- Mix it up, even if it's working
- Don't be afraid to outsource



Action #2: Increase Digital Content

Do it!:

- Know your target market & find them
- Start small, be consistent, then add to it
- Create content you can recycle

Action #3: Email Marketing



Do it!:

- It's the most effective digital marketing tool
- Be clever with your subjects
- Focus on **click rates** rather than opens

Action #4: Know Your Competitors

Do it!:

- Follow on Social, sign up for emails, etc.
- Have a real answer for “why choose you?”
- Don’t try to beat them, just be yourself

Action #5: Form Partnerships



Do it!:

- Connect with complementary companies
- Team up as event partners/sponsors
- Create content to share with each other



5 Tools

These assets will help you grow your business



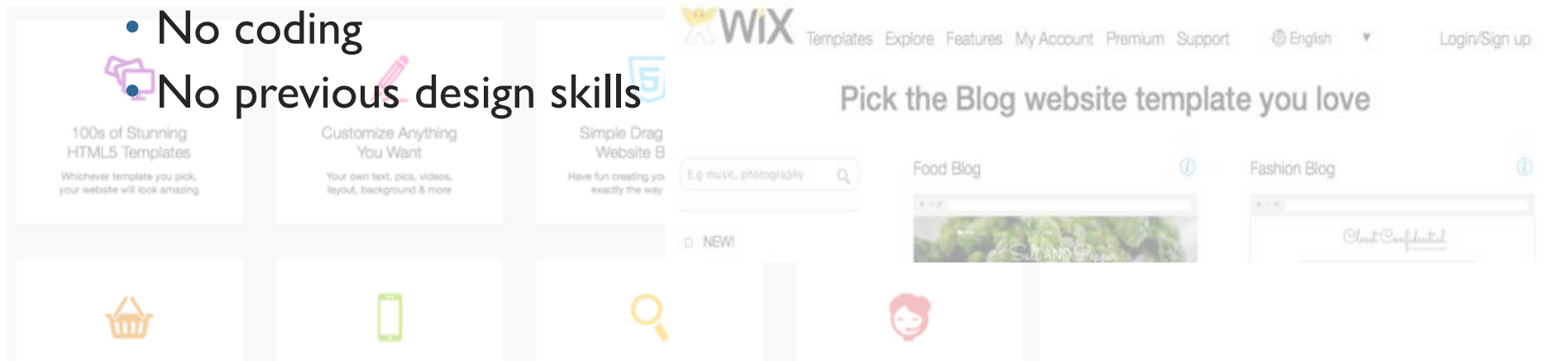
PROFESSIONAL
CONNECTOR



PIEDMONT AVENUE
CONSULTING



- 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



Tools to Grow Your Biz



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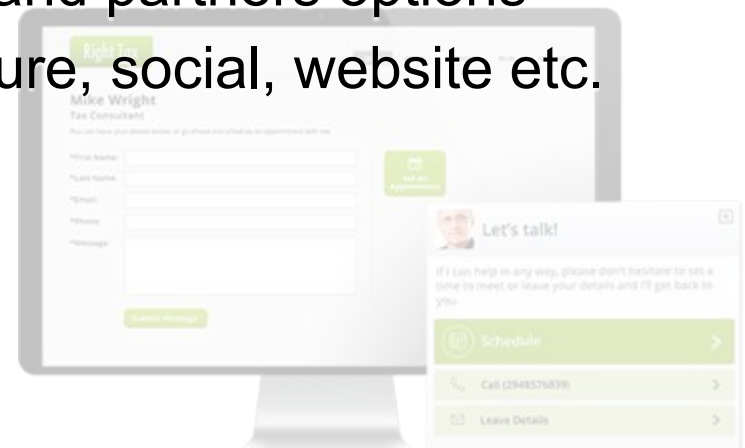


Google™ Alerts

- 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



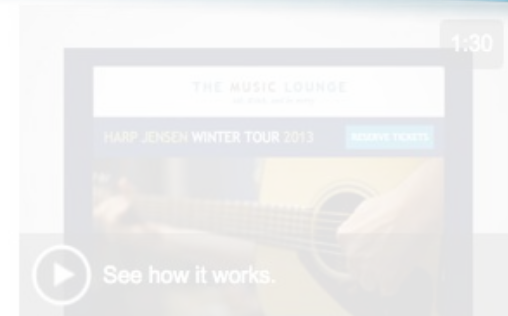
- Be organized with your schedule
- Look professional and give clients and partners options
- Offer meeting maker in your signature, social, website etc.



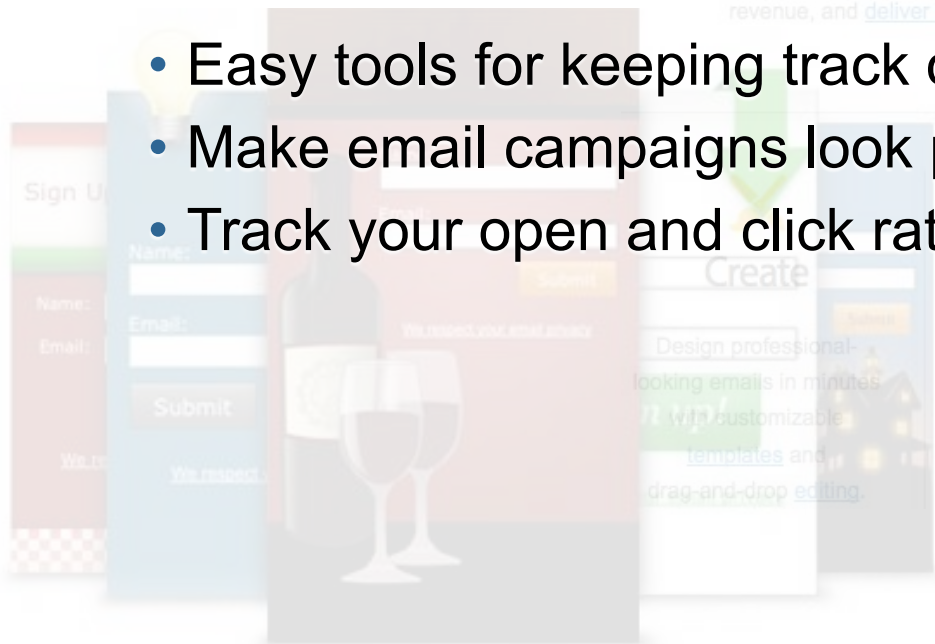


Marketing just plain
See how.

Business owners check their inbox all day, every day, so you're sure to reach them when you work with Constant Contact. Build relationships, drive revenue, and [deliver real results](#) for your business.



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



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](#).



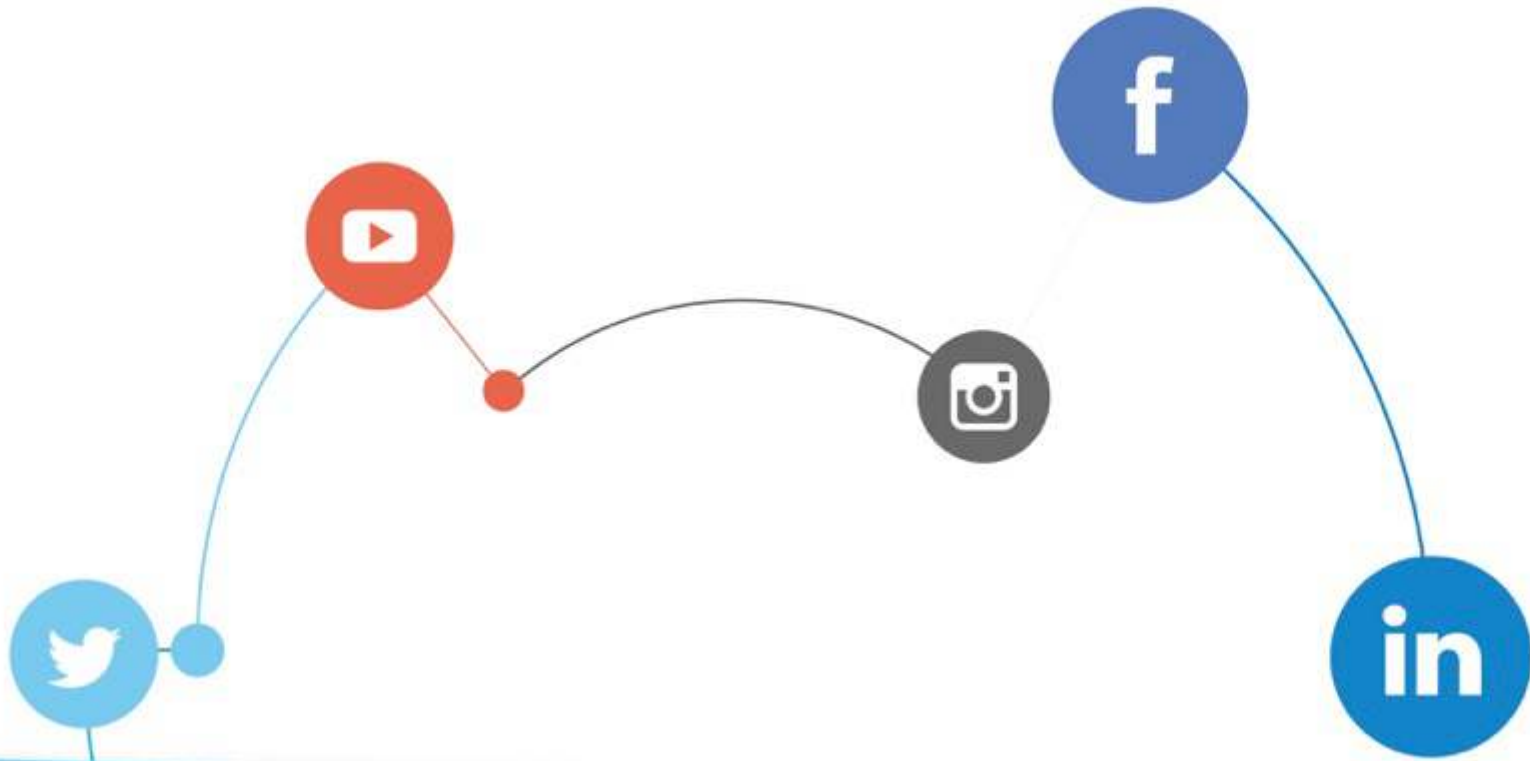
Track

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





- 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



ADDITIONAL RESOURCES

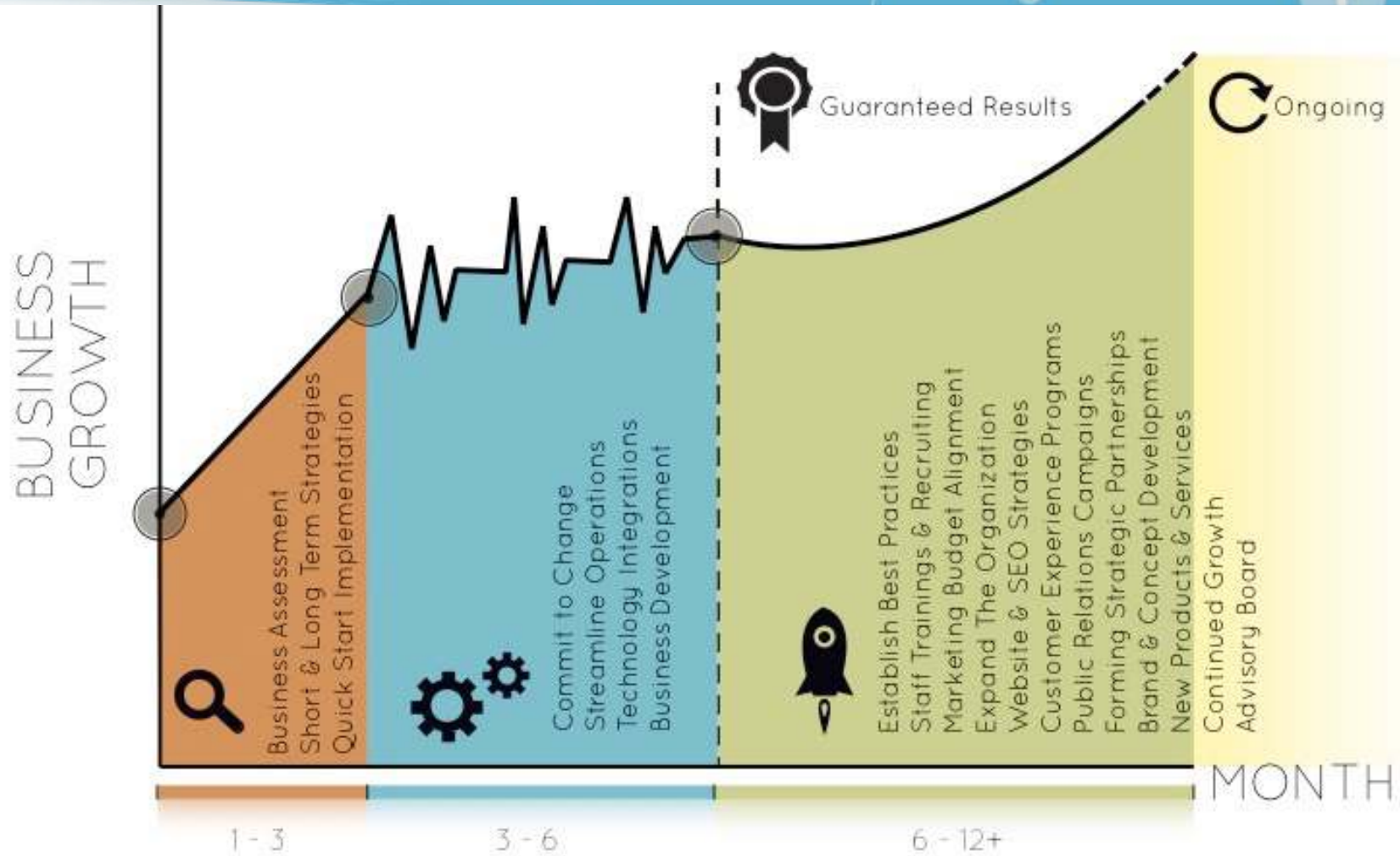


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Business Growth Timeline



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



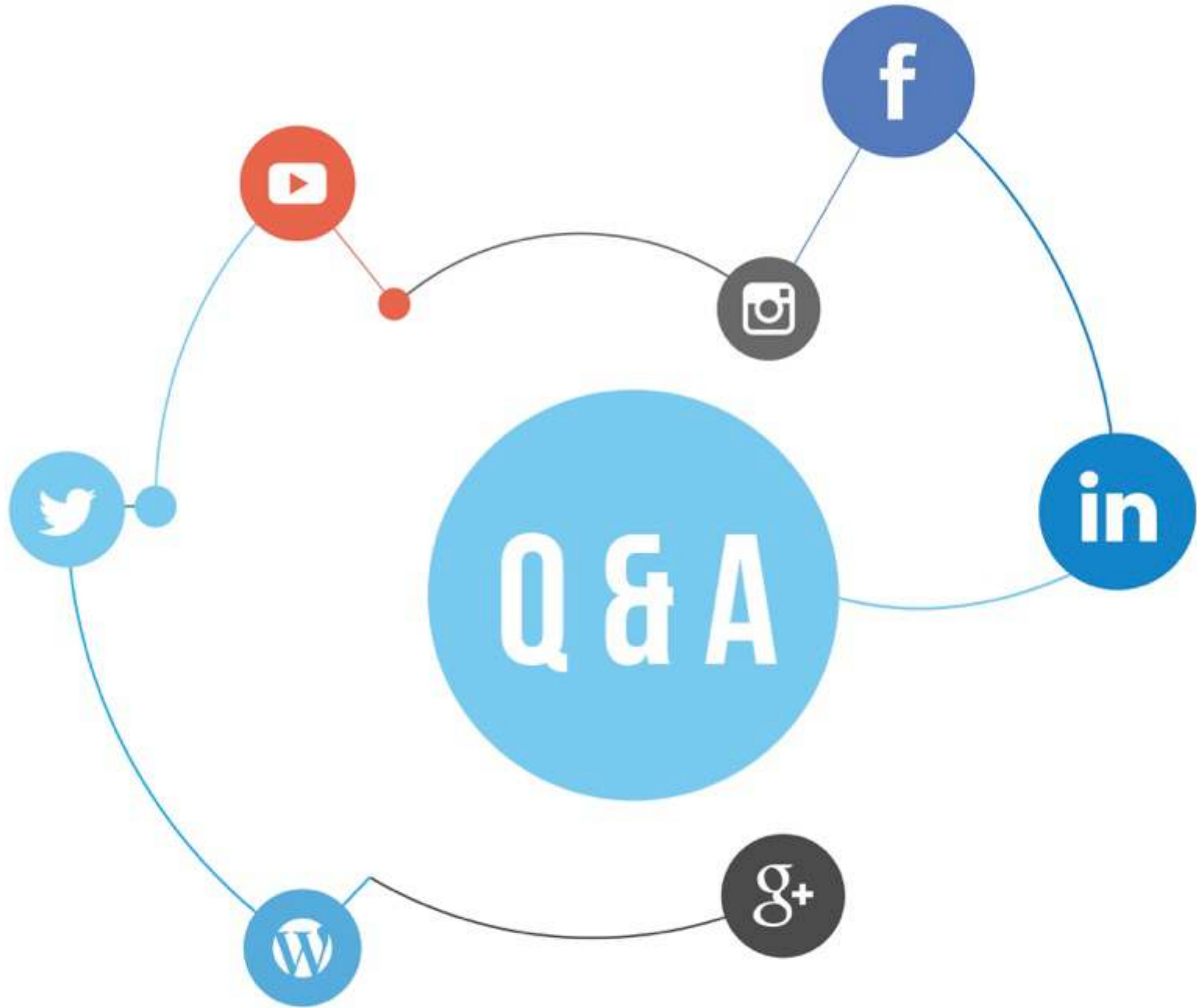
3

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





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Thank You!

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