IS SOCIAL MEDIA RIGHT FOR YOUR EDC?



Ask questions on our Facebook page!

http://www.facebook.com/ThinkViralKansasCity

Or on Twitter @ThinkViralKC www.thinkviralkc.com

Social Media

INTERACTIVE

Word of Mouth







Advertising

STATIC

Must touch every person



Social networks are networking EVENTS that go on 24/7.



People are sharing information 24/7
You do NOT have to participate 24/7

How to Set up a Social Networking Strategy around Word of Mouth Marketing (Social Media)

IT'S ALL ABOUT YOUR CUSTOMER!

WHO is your customer?

Where do they spend their time – both off and online?

What other business products or services might your customers be interested in?

Who are they influenced by?

What social networking sites matter to them?



Purpose of each network:

LinkedIn: Business Networking event

Twitter: Mass communication tool – not a "place"

Google +: Where you put your links so you will be found quicker in search

Facebook: Pool party for business

Where are your customers?

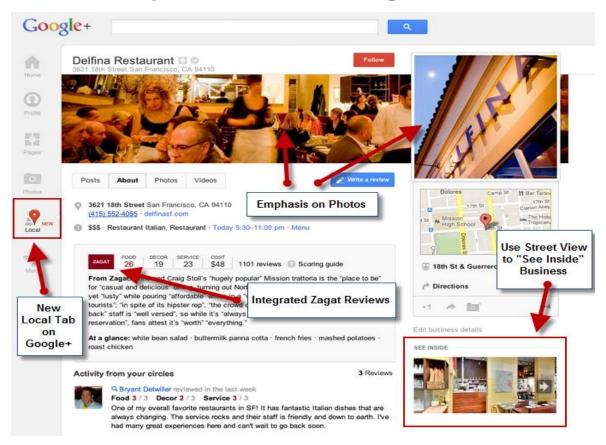
97% of consumers search for local businesses online

According to Google, 1 in every 5 searches is related to <u>location</u> in some way

GOOGLE+ LOCAL

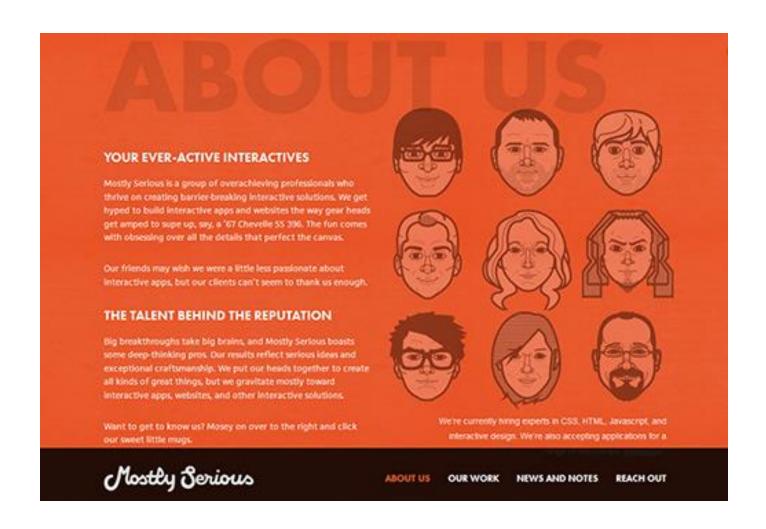
*Replaced Google maps/places

A FREE local platform from Google for Businesses



*Google+ Local is set up through a GMAIL account

Does your EDC have an online location (website)? Is it **SOCIAL**?



Create a "Social" Website – FREE!



Welcome to Martin City, Missouri (Located in South Kansas City, MO)

Sponsored by the Martin City Community Improvement District (MC–CID)

News

What is a CID?

About Martin City

Restaurants

Coupons

Events

Martin City Business News

Real Estate

Area Plans, Studies, Maps

Construction

NNSA - KCP

Contact Us

MartinCity.Org



3rd Thursday in Martin City – October 2013

Martin City gets "Back in the Swing" by supporting breast cancer survivors at our monthly Third Thursday event, October 17th, 5-9pm. This month's recipient is Back in the Swing, a non-profit organization ... Continue reading →

OCTOBER 11, 2013 - LEAVE A



New Mazda Dealer in Martin City!

We are excited to announce the opening of the new Mazda dealership, just off HWY 150 next door to Rob Sight Ford in Martin City. Premier Mazda at 13900 Washington ... Continue reading →

OCTOBER 1, 2013 - LEAVE A COMMENT



325 E. 135th Street Property for Sale!

This is the former
McKinzie Construction
building and property.
Located just East of 135th
Street and State Line Road.
Office furniture and
equipment may be
negotiated. Beautiful on
the inside ...

Continue reading →

SEPTEMBER 17, 2013 - LEAVE A
COMMENT



Martin City Commercial Printing Company Is Expanding!

This is EXACTLY what we need in Martin City and we are THRILLED to have them in the CID! Barton Nelson Inc.,
(BNI), headquartered in Kansas City, Missouri (inside Martin City ...
Continue reading →

SEPTEMBER 6, 2013 - LEAVE A

O Follow

Wordpress.com

Make sure it's set up for word of mouth marketing!



Welcome to Martin City, Missouri (Located in South Kansas City, MO)

Sponsored by the Martin City Community Improvement District (MC–CID)





Many think Martin City is its own municipality but we are actually part of



How do you actually get noticed?

People do business with people they know, like and trust.



Largest Professional Network in the World

This is the "Who knows, likes, and trusts YOU?" network



There are rules.

There is customer service.

You can be kicked out.

DO NOT CONNECT WITH EVERYONE



ALWAYS CHECK NAMES!

Get to know your connections! Who would YOU refer?

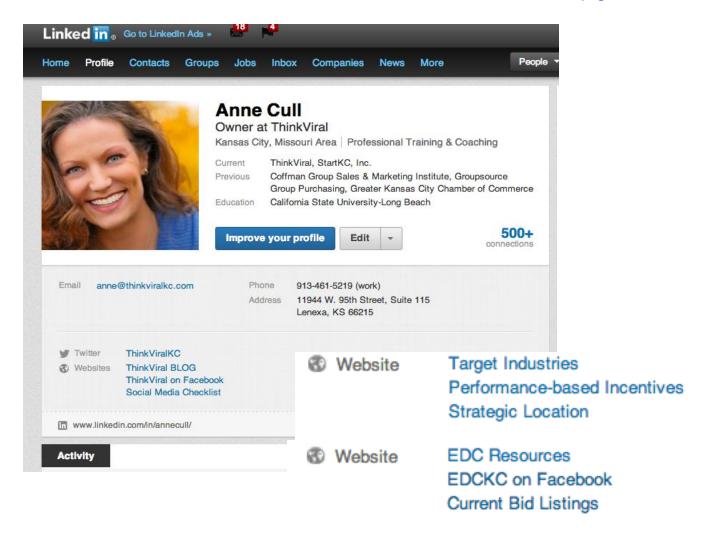
Connect with your trusted advisors – they will become free salespeople

Clean out your connections! Don't ruin your reputation by adding bad apples!



Your Profile is NOT your resume!

- Photo
- 2. Title
- 3. Link to company profile
- 4. Link to website and/or other social pages



Your Summary is key – use questions to qualify leads

Anne Cull LinkedIn Summary

Do you have a marketing plan? Is it really helping you get more customers?

Are you a business owner or part of a marketing department or sales team?

Do you sell to other businesses?

Are you poor?

Fantastic! I might be able to help you with something!

ThinkViral is a full service Online Business Development firm. We show you how customers should be coming to you instead of you hunting them down, and we help you set up a framework to consistently bring in new business.

I have found that you must be present to be part of the game. It's when you're not present that your competitors are the game winners. Here's what Online Business Development boils down to:

- Delivering value in the right places, at the right time, to the right people
- Delivering messages that matter, are impactful, and that are shared with others
- Being available to your customer by engaging often and listening always

Your bottom line....You need more customers and you don't want to have to do a bunch of extra work with "social media" crap.

My bottom line....I know how to get customers.

Specialties:Sales, Selling, Sandler, Lead Generation, Viral Marketing, Online Business Development, Referrals, Digital Marketing, Professional Services and Finance Industry, Adult Markets, Social Media, PR, Kansas City, Johnson County, KS, Los Angeles Markets



Summary

Thinking of opening a satellite office in Kansas City, MO so you can have access to our Google Fiber? Maybe you need an upgrade to that old decaying building or want to lease new space altogether.

If you are looking at a development or revitalization opportunity in the Kansas City, Missouri area, the EDC is the best place to start. Our business services team provides customized plans and development assistance to the developer community, business and technology sectors, and throughout neighborhoods in the Kansas City, Missouri area. We'd love to assist with your project.

Specialties: Development, Redevelopment, Urban Planning, Strategic Planning, Policy, Commercial and Industrial Real Estate, Incentive Programs, TIF Policy, TIF Plans & Amendments, LCRA Policy



Summary

The EDC works to provide Kansas City, Missouri, businesses and individuals with development incentives including tax abatement, bond financing, sale/leaseback, land assemblage (acquiring specific parcels of property for specific uses) and condemnation/eminent domain.

Our goal is to help local businesses and individuals receive guidance and support in their efforts to build or renovate within Kansas City.

What do you actually DO with LinkedIn?

#1 = GET RECOMMENDATIONS

HUGE difference between recommendations and endorsements

#2 = PARTICIPATE IN GROUPS

Join and leave groups without anyone knowing

Only need to participate 1x week

"Like" to show support and share with your connections

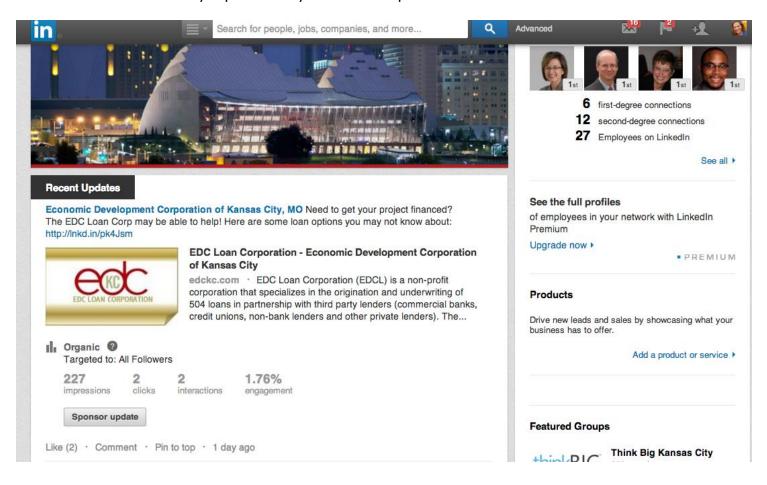
Share successes in your area

#3 = FOLLOW EXPERTS/COMPANIES

Follow companies and influential people who post content that's also relevant for your business customers. This gives you FREE content to post!

#4 = RUN A LINKEDIN PAGE FOR YOUR EDC

- Allows people to click a button and FOLLOW
- Gives people something to share with THEIR connections without having to be connected to you
- Creates Authority positions you as the expert



Make sure staff is accessible on LinkedIn!



Carla Nazworthy Commercial Credit Officer



☑ Email



Janine Pettitt TIF Contract Compliance

% 816-691-2107 **☑** Email



Jennifer Presberry Business Development Officer

% 816-691-2131



Jill Quinn Executive Assistant to the CEO

816-691-2120

Email



Sandra Rayford Affirmative Action Compliance Officer

816-691-2110 Email



Executive VP & Chief Operations Officer

816-691-2116

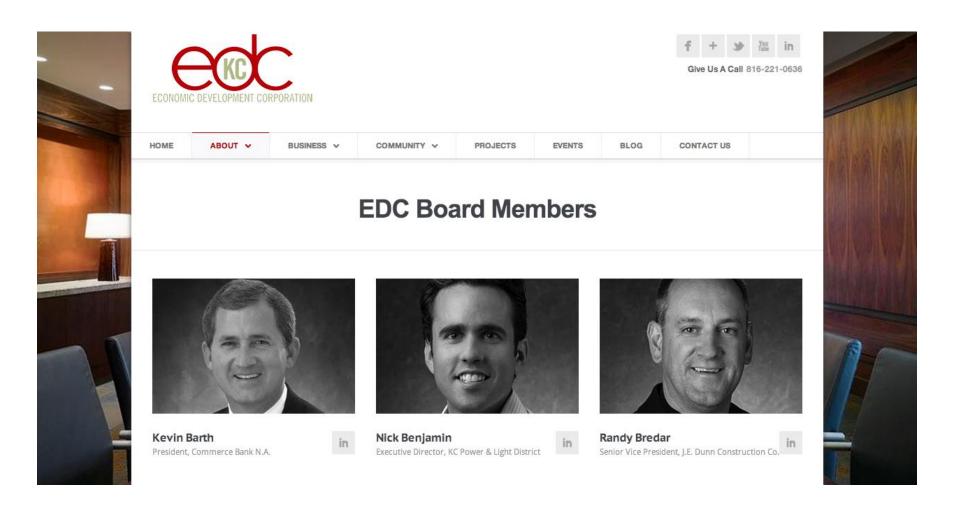




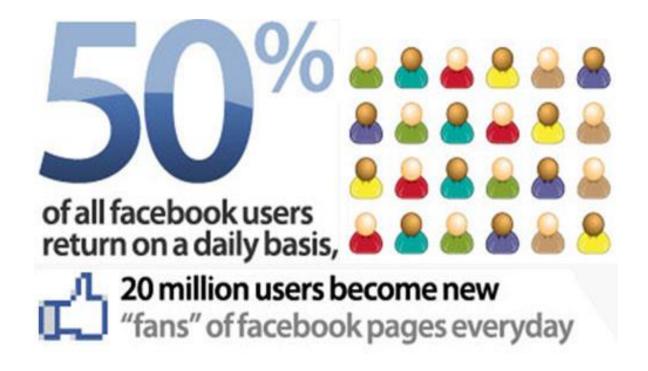




Is your board on LinkedIn?



Is your audience on FACEBOOK?



Average users check their news feeds at a minimum of seven times per day

28% of users check FB on their phones before they get out of bed.

Average age of Facebook user = 38

The purpose of Facebook is SHARING

FACEBOOK HAS 2 FACES!



PERSONAL – FRIENDS BUSINESS – FANS

You need to have a personal profile to fun a business page

You can be yourself OR your page

What You Need to Know About Facebook Pages



- 1. A Facebook Page is Rental Property! It will always change.
- 2. You can have an unlimited number of fans (Facebook users who "Like" your page).
- 3. You can "name" your page once you have 30 fans. http://facebook.com/username
- 4. Facebook Pages are public—anyone can find and view your page whether they are logged into Facebook or not. All content posted on your Facebook page gets indexed on Google.
- 5. Facebook analytics come with pages
- 6. All content posted on Facebook can be automatically tweeted out
- 7. You should have a visually appealing cover photo containing no more than 20% text
- 8. You may not steal photos from Google images
- 9. Post at least 3x per week so your "free salespeople" have something to share.
- 10. You can schedule posts ahead of time!
- 11. YOU MUST INTERACT with other pages AS YOUR PAGE or no one knows you are there.

Results?

How long before you see results from your social efforts?

6-9 months

We DO know 51% of Facebook users and 64% of Twitter users are more likely to buy from the brands they follow.

Huffington Post

QUESTIONS?



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www.thinkviralkc.com



