



Capital Event

April 2015
Volume 12 Issue 4

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Sponsored by
Courtney Hinson, Wyndam Garden
Tallahassee Capital

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presented by Gabrielle Gabrielli, Ph.D.

President
Chris Schuh



PRESIDENT'S MESSAGE

Thanks to our sponsor, Wyndham Garden Tallahassee Capitol for hosting this month's meeting. And a special thanks to our own member, Gabrielle for the presentation on Digital Marketing and Social Media.



Left to right
Jennifer Anderson
Courtney Hinson
Chris Schuh

Our Honors & Awards Banquet is just around the corner and nominations are due. Remember to nominate an SGMP member that has gone above and beyond this last year. SGMP cannot operate without our volunteers. There are many that go above and beyond each year, and this is the time to recognize them. Supplier and Planner of the Year and Members Choice are due May 15th. Please submit nominations to Jenean Chavey at Jenean.chavey@sunstream.com. Nomination forms can be found at <http://sgmpfl.org/forms.shtml>.

DIGITAL MARKETING AND SOCIAL MEDIA

Presented by Dr. Gabrielle K. Gabrielli, CGMP

Marketing. It sounds like a bad word reminiscent of used car salesmen (no offense intended; I know some non-stereotypical ones). The truth is, there are some marketers in the world who still rub people the wrong way and sell people things they don't need. They are slick. They are convincing. They prey on people who don't know any better. They are skilled at selling the latest, greatest thing without regard for the customer, the needs, and any constraints.

No matter what you (or what you'd like to) do for a living, you do marketing. You convince others to do business with you, to hire you, or to otherwise act on something you encourage them to do. How effective are you in doing so?

One of the most effective ways to market yourself or your products these days is social media. LinkedIn is small but mighty in terms of its impact on professional connections. More people communicate by Facebook these days than any other social media. According to Pew Research (2015), 71% of online adults use Facebook, 28% use LinkedIn and Pinterest, 26% use Instagram, and 23% use Twitter. Know your target audience and communicate with them in their world.

Whether online or in person, you must CREATE GREATNESS with networking:

- **Connecting:** Find ways to connect with people online and in person.
- **Reciprocating -** Have mutuality. You must develop win-win relationships in business, making sure that you don't benefit more than the other party.
- **Exchanging:** You need to have a vehicle of exchanging information with someone - business cards, etc.
- **Asking -** Never do hard-sell asking. Instead, ask for information or for help. Sometimes inviting someone to coffee or lunch can really pay off.
- **Targeting:** You want to be very specific with the types of people you network with in order to save time and to attract the right people to your brand.
- **Enabling -** Any networking relationship has to be easy to be successful; you should enable excellent communication.
- **Giving:** Help someone else before asking for anything in return. This makes people want to support you.
- **Reconnecting:** Never lose touch. That way networking contacts remember you when new opportunities surface. Depending on the nature of the relationship, try to have 3-4 contacts per year.
- **Evaluating -** Even with good relationships, you need to periodically reevaluate the relationship. This includes determining if the networking should continue or if it should be taken to a different level.
- **Adding -** You must add value to people's lives and to organizations in order to remain valued.
- **Thanking -** Always follow up to express gratitude. While electronic thanks are nice, nothing says you care like a hand-written thank you note.
- **Nicheing -** Okay, I made up this word, but you have to find your niche. What makes you special? What sets you apart from others?
- **Evolving -** Networking relationships should evolve over time.
- **Satisfying -** The networking experience should be satisfying to all involved.
- **Sustaining -** Networking takes work. Go beyond reconnecting and actively work to reach people in new ways including blogging, producing helpful documents and tools, etc. Also, reinforce your brand.

Even with limited time and resources, there are things you can do to improve your marketing efforts. Here are some important examples:

- Google yourself.
- Determine how you will brand yourself.
- Buy your individual domain name. If you have a common name, consider branding yourself with your middle initial or another distinguishing factor.
- Get LinkedIn profile to 100% completeness.
- Secure social media for Facebook, Twitter, LinkedIn, YouTube, and
- Google+. Depending on your industry, also get Pinterest and Instagram.
- Ask for reviews and recommendations.
- Get an XML sitemap and add Google tracking code.
- Work on improvement opportunities such as having fresh content.
- If you are a business, make sure you are listed on Google+ including verifying your address.
- If you have any industry sites, connect with them and ask for reciprocal links. Inbound links remain an important part of search engine optimization (SEO).
- If you have a website, ensure that it is mobile-friendly. Google just revised its algorithm on 21 April to penalize sites that are not mobile-friendly.
- Work on getting positive recommendations and reviews. It is interesting to note that 90% of consumers trust peer reviews and recommendations, while only 14% trust advertisements (Socialnomics 2014).

Once your efforts are in place, it doesn't take long to work on individual efforts. For large businesses, you will obviously need to dedicate more time to ensure better SEO, social media mention, and online presence.

Example of Weekly Digital Marketing Commitment

3 Minutes	Examine Metrics to Determine where to Focus Energy
3 Minutes	Update Website - Fresh Content Helps SEO
4 Minutes	Alternate Weeks- Email Campaigns, Blogs, Facebook Campaigns
2 Minutes	Solicit Customer Feedback and Testimonials
2 Minutes	Visit LinkedIn Groups; Comment or Respond to Connections
1 Minute	Update Facebook Business Status; Feed to Twitter; Copy to LinkedIn
Extra Time?	Work on YouTube, Pinterest, LinkedIn, Instagram, Google+, Metadata, Create Engaging Content (graphics, pics, videos, etc.)



Left to right
Jennifer Anderson
Gabrielle Gabrielli
Chris Schuh, and
the cutie on the
bottom is Bodi

CHAPTER Board - Chris Schuh, President; Amy Brown, CGMP, Immediate Past President;

Ellen Sliger, CGMP, First Vice President; Betty Homan-Bolick, Second Vice President; Cheryl Faulk, Secretary; Karen Lambert, Treasurer;

Directors: Dr. Gabrielle Gabrielli, Betty Ann Lewis, Lydia Southwell