

Marketing Vision

Team Approach
Site Consulting



Resources Creative

Effective Targeting
Partnership



Delivering Strategic Solutions, Tactics & Tools



Have You Tweeted Today?



Why Use Social Media Networks?

- **Facebook**

- Over 500 million users
- Not your kids' FB anymore - over 30% are 35+ yrs old
- 1.5 million businesses have FB pages

- **Twitter**

- 1 billion tweets a week
- Average 140 million/day

- **Linked In**

- Aprox 1 million new members join every week

- **Webinars / Blogs / You Tube**

- Establish yourself as the expert

California Cities on Social Media

- **Communicate with public**
 - Events, Initiatives, Special Meetings
- **Alerts to citizens**
 - Safety, Traffic
- **Market to Industry / Retail**
- **Tourism**

Communicate with Public

City of Canyon Lake



Community/Government · Canyon Lake, California



Wall

City of Canyon Lake · [Top Posts](#) ▼



City of Canyon Lake created an event.



Coffee with the Mayor Pro Tem

Tuesday, May 31, 2011 at 10:00am
Sports Stop Pub & Grill, Canyon Lake, California



May 2 at 4:18pm · [Like](#) · [Comment](#)

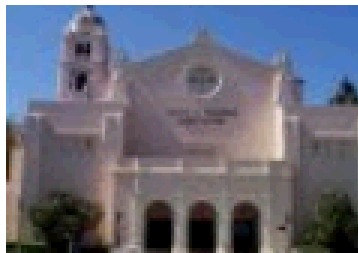
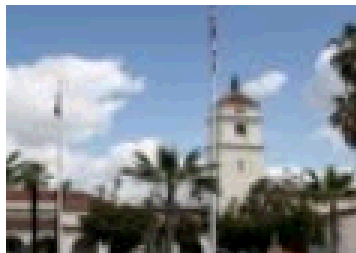
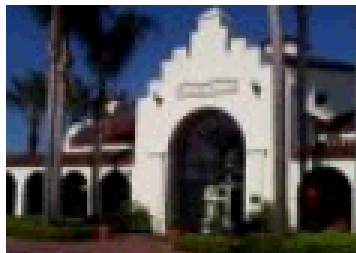


Juanita Robles likes this.

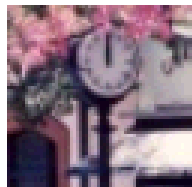
City of Fullerton, CA



Government Organization · Fullerton, California



Wall



City of Fullerton, CA

West Coyote Hills public hearing postponed

The planned Tuesday, May 17, public hearing before the Fullerton City Council on the proposed West Coyote Hills project is being postponed until July. The new date for the hearing will be Tuesday, July 12.

Source: [City of Fullerton News](#)

Published: 2011-05-11 23:39:08 GMT



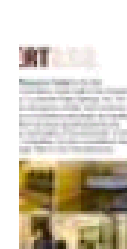
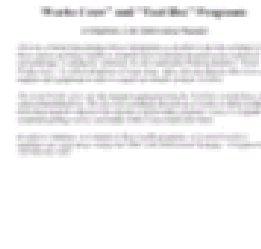
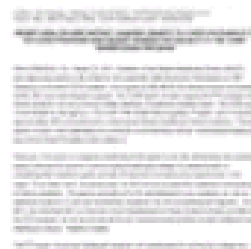
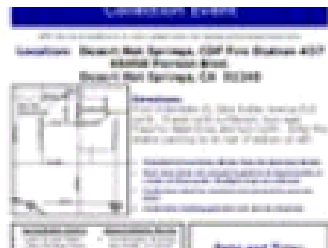
3 hours ago via RSS Graffiti · [Like](#) · [Comment](#) · [Share](#)

Tourism and Community Pride

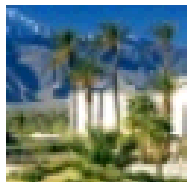
City of Desert Hot Springs



Government Organization



Wall



City of Desert Hot Springs

The Desert Hot Springs Spa Tour was recognized by the Valley Convention and Visitors Authority as the top hospitality award winner. The Spa Tour conducted in February allowed visitors to tour each of the many spas in the City. Over 600 attended this past year drawing in more business to our special spas for a little taste of DHS.

Alert Citizens



City of Burlingame, CA



Government Organization · Burlingame, California



Wall

City of Burlingame, CA · Top Posts ▼



City of Burlingame, CA

Burlingame Residential Burglary Alert:

On 5/4/11, at approximately 10:30am, a residential burglary occurred in the 1500 block of Columbus Ave. At least two subjects were involved in this burglary. They are described as being in their early 20s, medium height, and medium complected. They gaine...

[See More](#)

By: Burlingame Police Department



May 5 at 5:28pm · Like · Comment

Wall

Info

Photos

Events

About

The City of Burlingame is an



RT @scmetropd: New Post:
POLICE SEEK PUBLIC'S
ASSISTANCE IN LOCATING
MISSING WOMAN
<http://bit.ly/dpa9T5> #Police

PortWentworthGA, [+]
Fri 15 Oct 13:26 via twitterfeed



#Qld #Police: Road closure -
Bowman Road, Bardon: Police
wish to advise that Bowman
Road at Bardon has been temp...
<http://on.fb.me/9e1m89>

goldcoastblog, [+]
Fri 15 Oct 14:04 via twitterfeed



anyone know what the hell is
going on in #timessquare
outside the olive garden?! there
are #POLICE EVERYWHERE!
more than usual!

TheDrubin, [+]
Fri 15 Oct 13:49 via web

User Profile

**Incident
Alert
R13
Fires**



Incident Alert - R13

@IncidentAlert13

Email and SMS alerts for
bushfires in Victoria. This twitter
account only shows new
incidents in R13. Please use
@incidentSafe13 for all alerts

Victoria, Australia

<http://www.incidentAlert.com.au>

[Twitter page](#)

110

Followers

8

Following

12101

Tweets

14

Listed

**Incident
Alert
R13
Fires**

08:14 GLENBURN RD, #KINGLAKE -
INCIDENT GOING (region 13)
<http://bit.ly/9WfABW> #Fire

IncidentAlert13, [+] Fri 15 Oct 14:17 via IncidentAlert13

**Incident
Alert
R13
Fires**

08:13 GLENBURN RD, #KINGLAKE -
INCIDENT GOING (region 13)
<http://bit.ly/b1aJRe> #Fire

IncidentAlert13, [+] Fri 15 Oct 14:15 via IncidentAlert13

**Incident
Alert
R13
Fires**

07:32 JERSEY RD, #BAYSWATER -
STRUCTURE GOING (one appliance, region
13) <http://bit.ly/debT2p> #Fire

IncidentAlert13, [+] Fri 15 Oct 13:35 via IncidentAlert13

**Incident
Alert
R13
Fires**

07:20 KINGSLEY CLOSE, #ROWVILLE -
OTHER GOING (region 13)
<http://bit.ly/bjhw6E> #Fire

IncidentAlert13, [+] Fri 15 Oct 13:23 via IncidentAlert13

Economic Development Marketing



[Follow Peter](#)

Looking for new opportunities to develop call center with min 300 seats. Please let me know if you are interested in exploring

3 days ago

Like

Comment

Follow

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More ▾

3 comments



[Follow Kris](#)

Kris Collins • AddPeter - interested in exploring. Please contact me.

4 hours ago



[Follow Michael](#)

Michael Davis • I am interested, our region has several successful operations and can easily accommodate more with our facility and workforce availability.

2 hours ago • [Reply privately](#) • [Flag as inappropriate](#)



Delyn Meyers • We have a former call center building, 42,000 sf ready to go...

1 hour ago



WhyOhio WhyOhio

"In Ohio you can meet the demands of creating a successful business without sacrificing your life in the process." <http://ow.ly/4RXZY> #OBDC

11 minutes ago ☆ Favorite ↻ Retweet ↩ Reply



WhyOhio WhyOhio

Todd Miller, president of @Classic_Roof shares why Ohio is ideal location for manufacturing companies <http://ow.ly/4RXZp> #OBDC

2 hours ago



WhyOhio WhyOhio

Ohio's central location gives easy access to profitable markets and lowers cost of doing business. <http://ow.ly/4RXYV> #OBDC

4 hours ago



LevellandEDC LevellandEDC

RT @LevellandCD: Early voting at #Levelland City Hall (1709 Ave H) ends Tuesday...come out and vote in the #LISD and City elections

9 May



LevellandEDC LevellandEDC

40,000 sq ft warehouse building in Levelland w/ rail access For Sale or Lease <http://www.loopnet.com/lid/17028639> #GetOnTrack

9 May

 Follow

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Followers ▾

Lists ▾

**SiskiyouEDC** Siskiyou EDCCA small family owned business that benefitted from green business incentives & practices! <http://fb.me/XycqkizK>

4 hours ago

**SiskiyouEDC** Siskiyou EDC"Cool" resource for businesses! <http://fb.me/F3zkQCSg>

4 hours ago

**SiskiyouEDC** Siskiyou EDCHere to learn about CalRecycle's tools for Economic Development! <http://fb.me/HOKeQIEJ>

7 hours ago

Promote Yourself as a Leader... Linked In

Group Discussions



[Follow Paul](#)

Economic Impact of Sports and Recreation Facilities

Brigham City is working on a proposal for a recreation complex that would include softball and baseball diamonds, and fields that could be utilized for soccer, football, and lacrosse. Does anyone have any links to studies that other communities may have conducted to assess the economic impact of such facilities? Thanks.

5 days ago



Like



Comment



Stop Following



Flag

More ▾



9 comments



[Follow Charles](#)

Salvage Materials

We're considering using salvaged materials in a 65 unit vacation home development. Anyone knows of auction sites?

For information on our design competition for this project email:
crosen@foxstoneadvisors.com

posted March 10, 2010

Rich Mintz March 10, 2010 • If you're not already familiar with these people, check out: ...

[See more »](#)



Like



Comment



Follow

More ▾

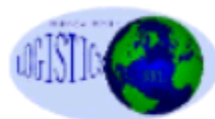
Join Appropriate Groups



PLAN it GREEN (TM)

This group is for suppliers and users of services related to the meetings and events industry. We welcome ways to reduce, reuse, recycle and provide other environmentally sound practices for the hospitality industry and your next meeting.

Owner: **Joe Clote** | 442 members | [Share](#)



Reverse & Recycle Logistics

Reverse & Recycle Logistics(RRL) is an initiative to combine reverse logistics and recycling in general. Finding efficient solutions for a better environment. We welcome professionals/experts in production, software, RFID, damage control, logistics, recycling, waste management and cloud solutions.

Owner: **Richard van Hunnik** | 386 members | [Share](#)



Recycle Green

This group is for all who work in any business related to recycling. Paper recycling and document shredding mainly, but others will be accepted.

Owner: **Mitchell Gaunt** | 353 members | [Share](#)



Reduce Reuse Recycle

This group is for members who believe in and want to spread awareness about the importance of Reduce, Reuse, and Recycle.

Owner: **Michael P.** | 327 members | [Share](#)



WASTEC

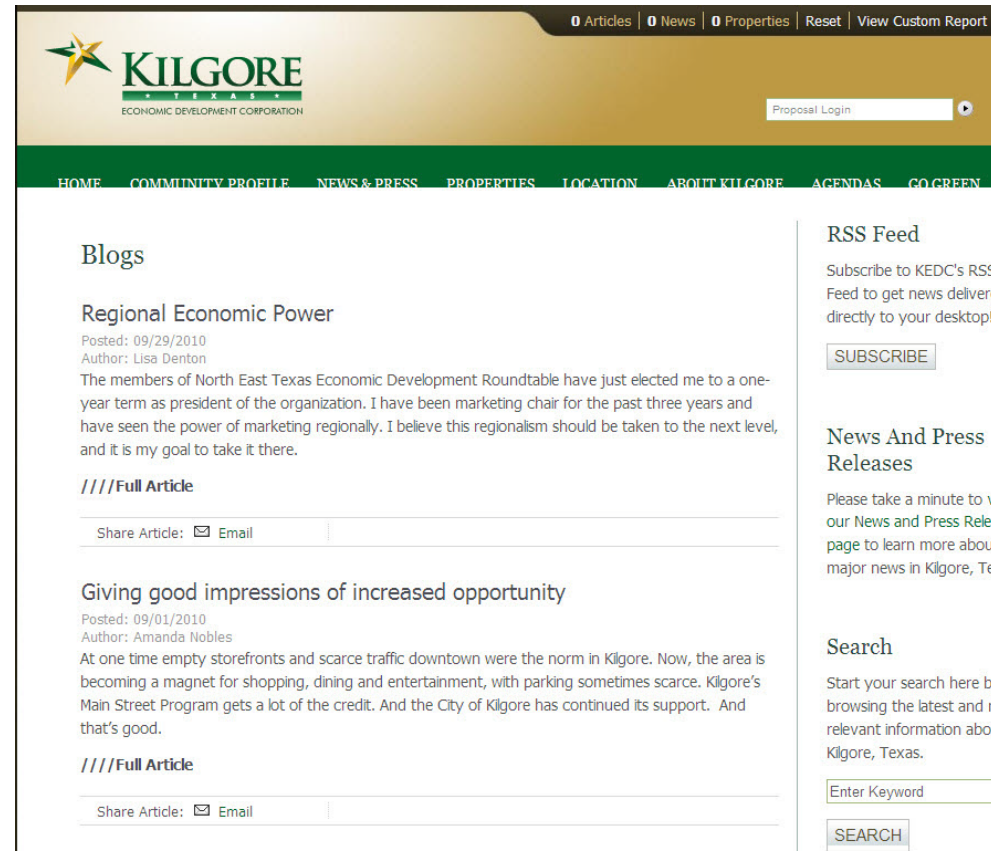
WASTEC is the trade association representing companies which design, build, distribute, service and consult with respect to the equipment and technology systems that are used to collect, transport, store, process, recycle, treat and dispose of the world's solid wastes and

You Tube

- **Billion videos viewed**
- **Tag your videos (key words)**
- **Celebrate successes**
- **Promote local businesses, products, events**
- **Show development opportunities**
- **Post public presentations**
- **“Man on the Street” interviews (w/approval)**

Blogging

- Publish commentaries directly to the web
- Become a source for news
- Readers can comment – another way to communicate with your audience.
- Do guest blogging



The screenshot shows the website of the Kilgore Texas Economic Development Corporation. The header includes the company logo and navigation links: Articles, News, Properties, Reset, and View Custom Report. A search bar is also present. The main content area is titled 'Blogs' and features two blog posts. The first post, 'Regional Economic Power', is dated 09/29/2010 and authored by Lisa Denton. The second post, 'Giving good impressions of increased opportunity', is dated 09/01/2010 and authored by Amanda Nobles. Both posts include a 'Full Article' link and a 'Share Article' button with email and social media options. The right sidebar contains an 'RSS Feed' section, a 'News And Press Releases' section, and a 'Search' section with a keyword input field and a search button.

KILGORE TEXAS
ECONOMIC DEVELOPMENT CORPORATION

Articles | News | Properties | Reset | View Custom Report

Proposal Login

HOME | COMMUNITY PROFILE | NEWS & PRESS | PROPERTIES | LOCATION | ABOUT KILGORE | AGENDAS | GO GREEN

Blogs

Regional Economic Power

Posted: 09/29/2010
Author: Lisa Denton

The members of North East Texas Economic Development Roundtable have just elected me to a one-year term as president of the organization. I have been marketing chair for the past three years and have seen the power of marketing regionally. I believe this regionalism should be taken to the next level, and it is my goal to take it there.

[////Full Article](#)

Share Article: ☐ Email

Giving good impressions of increased opportunity

Posted: 09/01/2010
Author: Amanda Nobles

At one time empty storefronts and scarce traffic downtown were the norm in Kilgore. Now, the area is becoming a magnet for shopping, dining and entertainment, with parking sometimes scarce. Kilgore's Main Street Program gets a lot of the credit. And the City of Kilgore has continued its support. And that's good.

[////Full Article](#)

Share Article: ☐ Email

RSS Feed

Subscribe to KEDC's RSS Feed to get news delivered directly to your desktop!

[SUBSCRIBE](#)

News And Press Releases

Please take a minute to view our News and Press Releases page to learn more about major news in Kilgore, Texas.

Search

Start your search here by browsing the latest and most relevant information about Kilgore, Texas.

Enter Keyword

[SEARCH](#)

Getting Started - A Social Media Strategy

- **Establish Goals**

- Promote events, programs
- Reach businesses
- Educate businesses, public, councils, etc
- Promote yourself as a leader, expert

Getting Started - A Social Media Strategy

- **Establish Goals**

- Promote events, programs
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- **Have a Content Strategy**

- Consistent delivery of items of interest
- What do your customers want to know
- “Listening Campaign” – who’s talking and what’s being said – then jump in.

Learning Resources

- MarketingProfs – www.marketingprofs.com
- Intelegia – www.intelegia.com
- Mash Social Media – www.mashable.com
- Six Pixels of Separation – www.twistimage.com/blog
- Seth Godin – www.sethgodin.typepad.com

Copy of Social Media Start Up Guide

www.CompetitiveReady.com/contact



Contact

MAY 21, 2010 - 7:19PM — ADMIN

General Information

CompetitiveReady

(855) 888-2010

allison@competitiveready.com

First Name: *

Last Name: *

Title:

Position:

Email: *

Phone:

Mailing Address:

City:

State:

Postal Code:

Message:

Submit

Tactics data organization strategies Solutions economic development experts

EDToolBox



Action lead management GIS systems Facilitation Site selection



Delivering Strategic Solutions, Tactics & Tools