

Business Development Committee – June 8, 2016

Participants:

George Shemas, Ken Gerstein, Hollis Minor, Rita Siprak-Weill, Jack Evans. Chris Petracco, Jennifer Balducci, Sean O’Neill, Doug Smith, Robert Clark.

RE: DRAFT Social Media Program

- Purpose: Creating Social Media course content to be delivered via Annapolis Business Academy
- Utilize the \$20,000 grant funding from MD Main Street – we have 12 months to use this money.

Objectives

- AP to Provide Basic, Intermediate, Advanced education series to enable AP businesses to effectively set up and use social media to drive customers to their businesses.
- Develop course content to deliver a series of education seminars to accomplish the above.
- Identify AP Social Media services AP can add to out-bound marketing/ promotion to accomplish the following:
 - (a) Brand Annapolis Partnership
 - (b) Provide visibility/ marketing value to the AP business groups (ex: social media services originating from AP)
 - (c) Enable individual businesses and AP web site to accept ticket orders, product orders, contributions
- Analytics – understand what analytic data is available and who to use that info to improve effectiveness of various media tools
- Understand your base line – where are you starting from?

Key Questions

What media tool is right for your business?

Available media tools -

- FACEBOOK
- Twitter
- YouTube
- Instagram
- Snap Chat
- Google Business Sites
- E-mail to your customer base
- LinkedIn to find employees

What Media tools are most effective for

- Retail,
- Restaurants
- Art Galleries
- Professional Services, (financial services, Arch. , Engineering, Law Firms, CPA services, Printing/ Publication
- Businesses that are selling admission tickets

How to Measure results?

- % Sales increase?
- Increased Customer Traffic?

BASICS – Setting up your Social Media presence

- Setting up your BUSINESS Account (different from your personal FACEBOOK account)
- How to get a following?
- How to use tags (such as ‘Annapolis’ or other key tags to help people find you
- How to enable your site to collect money or book reservations.
- List of resources – quality vendors who can do for-fee services.
- How to feed your content to Visit Annapolis (CVB)

Presentation Format

- Panel Discussion – Local Businesses comment on what is working for them
- 1 Hour format – business owners can’t devote ½ day sessions – try Lunch and Learn
- Actual hands-on – actually accomplish something during the session – not a long to-do list.
- Use Local resources – AP members who can provide some pro-bono and some additional for fee services
- Links to helpful videos that already exist.

Next Steps

- Contact Paul Murphy (provided Bricks and clicks) Hollis to contact
- Contact Sara Eger, AA Community College, (doug)
- Contact Lori Ezell, social media services (doug)
- Contact Consider tiered services that AP can offer for investments above the basic member level.
- How to use social media to brand Annapolis Partnership ?
- Consider follow-on offerings – after we offer Social Media, what’s next – next level of business development services.

NEXT Meeting – July 13 (always the 2nd Wednesday of the month).