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Marketing = Network

Effective Business Networking & Relationship Building

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Look at me! Look at me!

- How does my company get noticed?
- How do we get our message heard?
- How do I make a name for my company with little \$\$?

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Public Relations, Marketing & (Network)



Public Relations:

Public relations helps our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to bring private and public policies into harmony.

Marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

A green, semi-circular graphic element is positioned to the left of the text "sweet giddyup".

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Public Relations – the message

- Position yourself/company as an expert
- Write articles & send in to local publications
- Distribute media kits to publications
- Join a board
- Get involved in a committee
- Scan trade pubs
 - Write into reporters

Public Relations

Know the message

- Be Clear
- Add Value
- What's in it for the audience?



Public Relations

Messaging Tools

Types of Media	Used To
Traditional Media <ul style="list-style-type: none">• Newspapers (general & business)• Consumer magazines• Business publications• Industry-specific trade journals• Radio, TV, direct mail, outdoor• Public relations• In-person events• Trade shows• In-store	<ul style="list-style-type: none">• Learn• Access information• Develop expertise• Entertain
Web 1.0 <ul style="list-style-type: none">• Company website• Email• Banner advertising• Key words• SEO marketing	<ul style="list-style-type: none">• Access information• Purchase online• Join (email lists)
Web 2.0 <ul style="list-style-type: none">• Social networking sites (Facebook, LinkedIn, etc.)• Blogging• Microblogging (e.g., Twitter)• Collaborative tools (e.g., Wikipedia)• Forums and message boards	<ul style="list-style-type: none">• Build relationships• Share information• Collaborate• Create content• Discuss/participate

Marketing – the activity

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brand exploration . brand definition . strategy development .
communications outline . copywriting . graphic design .
advertising . direct marketing . promotions product launch
events . tradeshow . public relations . multimedia .
education proposal development sales cycle marketing .
sales marketing effectiveness department efficiencies
networking website . training

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Be innovative - tips

- Print up lots of business cards and hand out generously.
- Put magnetic signs on your car.
- Get involved with social media
 - LinkedIn
 - Facebook
 - Twitter
- Network, network, network
 - Join professional and social groups
 - Speaking engagements
 - Workshops
 - Volunteer
 - Sponsor an event

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Network!!!

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Networking



- Higher creativity + greater speed = You can't do it all yourself
- Information is currency; Relationships are the clearinghouse
- More ways to communicate means that it's easier to be left out of the conversation

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Networking

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- If you think of a network as a support system of people you can turn to for whatever help you need – insight, advice, information, recommendations, and feedback – then networking is simply the process of building and maintaining that support system
- You have this network already

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Help Can Come In Many Forms



- Relationships provide us with support
- Relationships help us with influence
- Relationships provide us with resources
- Relationships help us get information

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The Interconnectedness Of Process, Preparation, and Purpose

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- Liz Lynch, author of Smart Networking offers this three-step process for networking
- Before you start connecting with anybody either at an event or online, you need to prepare by asking yourself these important questions:
 - Whom do I want to meet? What's the best way to meet them?
 - What's the best way to introduce myself?
 - What questions will I ask?

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The Person You Are

- Be found
- Be personable
- Be credible

- It used to be: It's not what you know, but who you know
- Then it became: It's not who you know, but who knows you
- But I believe: It's not who knows you, but who's willing to help you

Leadership: the art of getting someone else to do something you want done because he wants to do it.

- Dwight D. Eisenhower

Add Value By Making Connections



- Connect someone to a:
 - Friend
 - Vendor
 - Customer
 - Resource
 - Organization

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Cultivate New Alliances

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- Networking Unconventionally: Connecting at Conferences
- How to Find Events and Conferences
 - Recommendations
 - Publications, website, trade magazines
 - Google
 - meetup.com
 - Trade Show News Network – tsnn.com
- Work the Registration Table
- Greet and Meet
- Introduce Speaker or a Sponsor
- Networking by Association
- Industry Groups
- General Networking Groups – GRYP, Local Chapters of National orgs
- Alumni Groups

If a man does not make new acquaintances as he advances through life, he will soon find himself alone.

- Samuel Johnson

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Head For the Limelight

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- Be the star of your own group
- Don't follow when you can lead
- Join a committee
- Run for a board position
- Volunteer for a major initiative – fundraiser, membership drive etc
- Become known through public speaking
- Hosting and moderating

If you don't get noticed, you don't have anything...but the art is in getting noticed naturally, without screaming or without tricks.

- Leo Burnett

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Benefits For Networking

- Active networking
 - Prospecting
 - Communication
 - Research
 - Thought leadership
- Passive networking
 - Discoverability
 - Availability
 - Passive job search
 - Lasting connections

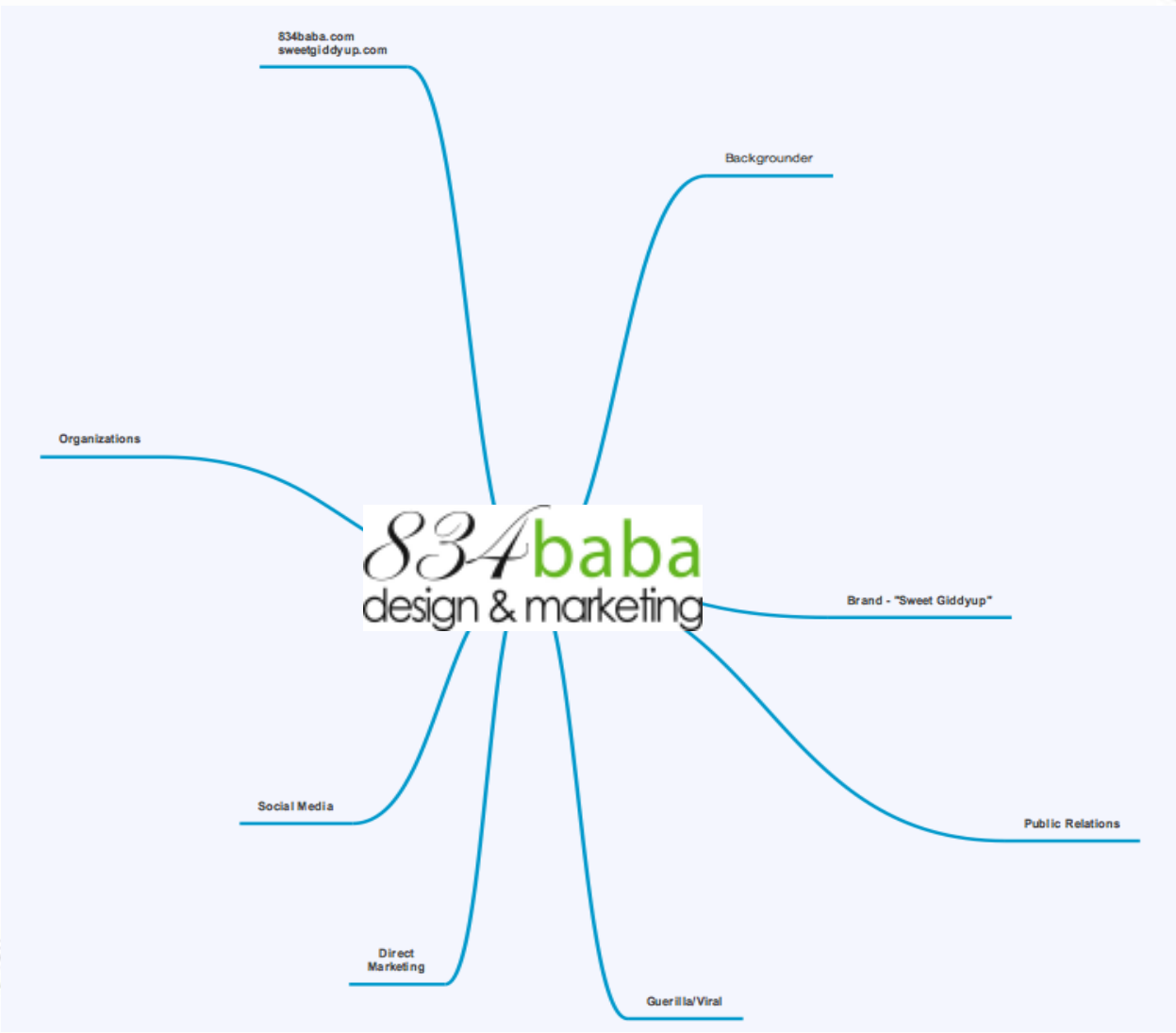
Networking Follow Up

- Creativity
- What's important?
- Articles/news
- Information of interest to forward

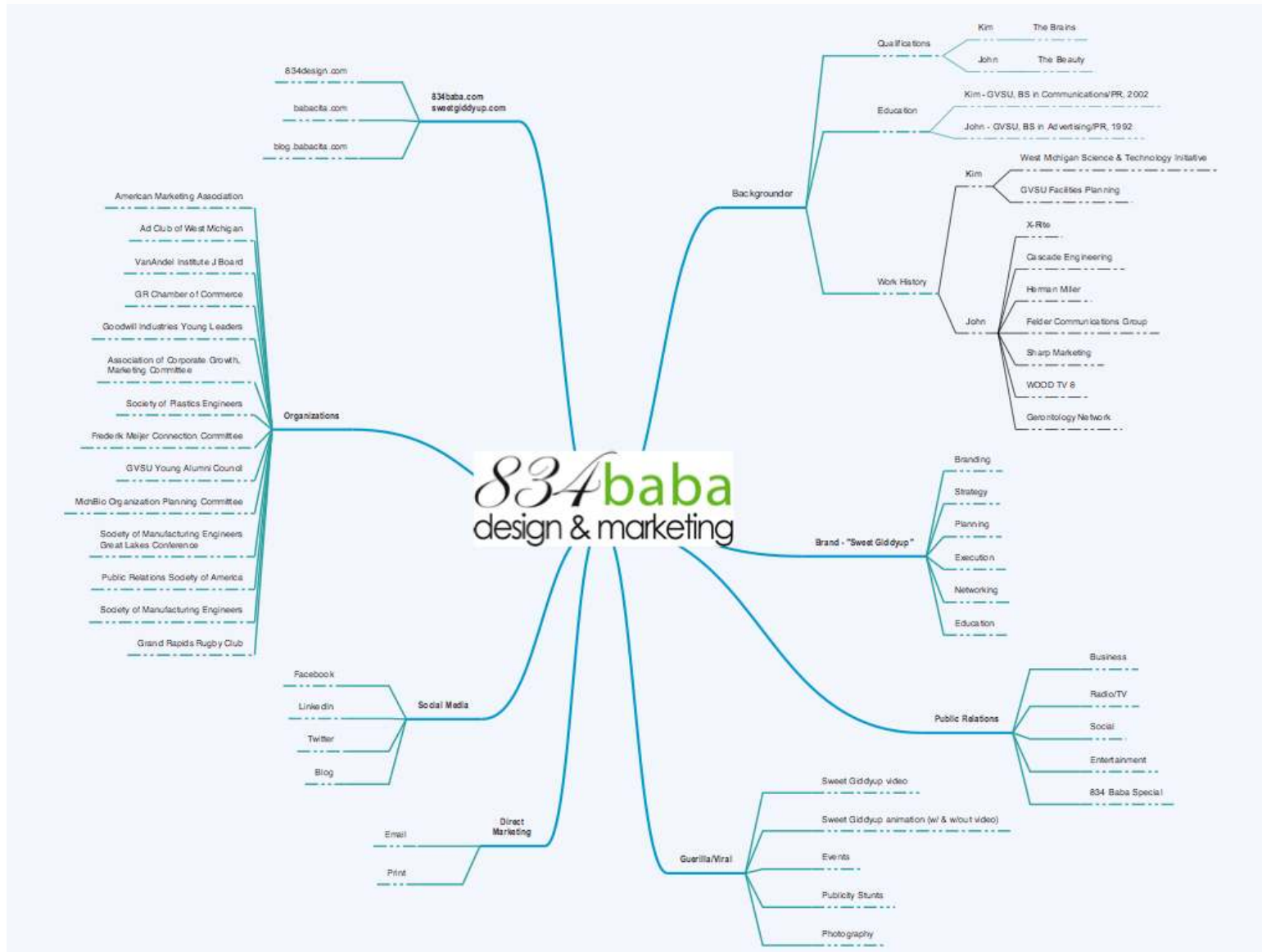


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What Does Your Network Look Like?



What Does Your Network Look Like?



Discussion & Questions...

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