

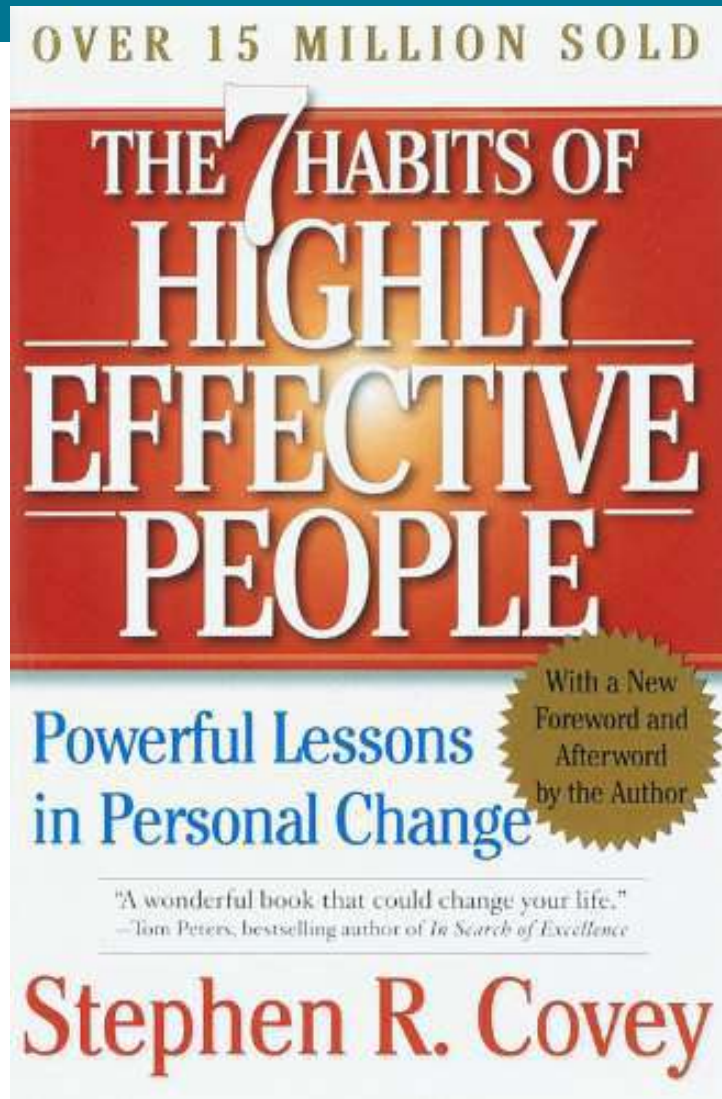
CRITICAL SUCCESS FACTORS FOR BUSINESS GROWTH

Presented By David Mitroff, Ph.D.



Find more at www.PiedmontAve.com/Resources





“Management is doing things right; Leadership is doing the right things.”

Stephen R. Covey

My Approach

- Shift IDEAS to creates Results
- Firehose = Increased Anxiety
- Create PAIN NOW = Actions
- End with Simple Solutions

What is ONE thing you will DO after this workshop?

WHAT WE WILL COVER

- ❑ **Review Common Business Owner / CEO Issues**
- ❑ **Business Assessment Across 6 Key Sectors**
 - » Marketing & Sales
 - » Financial
 - » Operations & Productions
 - » People
 - » Suppliers
 - » Innovation & Technology
- ❑ **Key Performance Indicator (KPI) Audit**
 - Quantifiable Measurements & Action Plans for Each Area
- ❑ **Leveraging Technology**
 - A System to grow faster
- ❑ **Next Steps**

IN THIS INTERACTIVE WORKSHOP WE WILL REVIEW A COMPREHENSIVE STRATEGY FOR TAKING YOUR ORGANIZATION TO THE NEXT LEVEL. BUSINESS OWNERS ARE OVERWHELMED AND DISTRACTED WITH DAY TO DAY ACTIVITIES AND TASKS. OWNERS NEED TO MAKE IMPORTANT DECISIONS, QUICKLY, WITH GREATER CONSEQUENCES, AND OFTEN WITH LIMITED INFORMATION ON HAND. OWNERS CONCENTRATE ON THE TACTICAL DECISIONS AND OFTEN NEGLECT THE STRATEGIC ONES.

LEARN THE KEY PERFORMANCE INDICATORS AND QUANTIFIABLE MEASUREMENTS THAT REFLECT THE CRITICAL SUCCESS FACTORS OF A BUSINESS. THIS SESSION WILL PROVIDE REAL WORLD EXAMPLES AND TECHNIQUES FOR LEVERAGING EXISTING RESOURCES AND A SYSTEMATIC APPROACH FOR GROWING YOUR BUSINESS.

BUSINESS GROWTH STATISTICS

- 50% of businesses only survive the first 4 or 5 years
- Poor management has been stated as the #1 reason for failing businesses
- Companies who revise their Key Performance Indicators (KPI's) by 10% are much more likely to reach their goals

4 THINGS EVERY BUSINESS OWNER NEEDS TO KNOW

- ❑ The profitability of the business depends on how well the employees consistently perform critical activities
- ❑ Employees perform best when they understand how their performance effects the bottom line, and how their performance is measured
- ❑ Small changes in critical areas can have a great impact on the bottom line
- ❑ What gets measured gets done, and what gets rewarded gets done again

ASSESSING YOUR BUSINESS - IDENTIFY KEY SECTORS

1. Marketing & Sales
2. Financial
3. Operations & Production
4. People
5. Suppliers
6. Innovation & Technology

Which Is Your Companies
Strongest Sector and why?



SECTOR I: MARKETING & SALES

- ❑ Market Share
- ❑ Brand Awareness
- ❑ Referrals
- ❑ Customer Loyalty
- ❑ Lifetime Value of a Customer



Cost of acquiring a new customer: 6 to 7 times more than keeping existing customer.



“The problem with competition is that it takes away the requirement to set your own path, to invent your own method, to find a new way.”

- Seth Godin

FORM AN ALLIANCE WITH A SIMILAR BUSINESS



- Can be a powerful way to expand quickly.
- Can generate positive PR & possibly another business name to associate yourself with.

SECTOR 2: FINANCIAL

"When I was 17 years old and just starting the business my mother said to me, 'Don't chase the money. It runs really fast. Do the right thing and it will follow you.'" After that I spent all my time perfecting the model."

—Tariq Farid,
founder and CEO of Edible Arrangements



FINANCIAL

- ☐ Revenue
- ☐ Profit Margin
- ☐ Gross Margin
- ☐ Cash flow
- ☐ Bad debts
- ☐ Depreciation



Measures that matter across industries

Banking	Petroleum	Retail
Customer retention	Capital expenditure	Capital expenditure
Customer penetration	Exploration success rate	Store portfolio changes
Asset quality	Refinery utilisation	Expected return on new stores
Capital adequacy	Refinery capacity	Customer satisfaction
Assets under management	Volume of proven and probable reserves	Same store/like-for-like sales
Loan loss	Reserve replacement costs	Sales per square foot/metre



More information on the Corporate Reporting Framework and our supporting industry-specific frameworks is available at www.corporatereporting.com.

Enhanced Narrative Reporting



SECTOR 3: OPERATIONS & PRODUCTION

Cost Per Unit

- Number of Employees
 - Response Time
- Quality Data
 - » Timeliness
 - # of orders failed before delivery
 - # of orders not delivered on time



IN FULL, ON TIME, IN SPEC

Businesses with manufacturing or distribution activities
use IFOTIS (*In Full, On Time, In Spec*)

- ❑ **In Full:** 100% when a delivery is complete, and 0% if only part of the order arrived, thus not meeting the customer expectations.
 - For example: if 125 chocolate éclairs were ordered and 120 were delivered, the score is 0%
- ❑ **On Time:** 100% when a delivery is made as agreed with the customer, otherwise the score is 0%.
 - For example: if the customer wanted the delivery to be made in the morning and the product or service is delivered at 1.00pm, the score is 0%.
- ❑ **In Spec:** is a quality measure. If the product or service meets the quality requirement of the customer, score 100%, otherwise score 0%.

For a single order to score 100%, then all 3 elements must score 100%

Jeffrey Gitomer's
LITTLE BLACK BOOK
of CONNECTIONS



— 6.5 ASSETS —
for Networking Your Way to
RICH Relationships

“All things being equal, people want to do business with their friends. All things being not quite so equal, people **STILL** want to do business with their friends.”

- Jeffrey Gitomer

SECTOR 4: PEOPLE

MOTIVATING YOUR TEAM / EMPLOYEES

- Help inspire employees to identify what they are passionate about at work, then provide them with projects in their area of interest.
- Make sure everyone understands the key role they play in contributing to the success of the department; creating positive team energy.
- Empower your employees to succeed and provide them with opportunities to learn and grow.



Harvard Business Review Article: How great companies think differently

Traditionally, economists and financiers have argued that the sole purpose of business is to make money—the more the better. That conveniently narrow image, deeply embedded in the American capitalist system, molds the actions of most corporations, constraining them to focus on maximizing short-term profits and delivering returns to shareholders. Their decisions are expressed in financial terms.

If companies are to serve a purpose beyond their business portfolios, CEOs must expand their investments to include employee empowerment, emotional engagement, values-based leadership, and related societal contributions.

MOTIVATING THE BUSINESS OWNER

- ❑ Identify & remind yourself what you are passionate about at work
- ❑ Be open to growing & expanding your vision, but also a strong leader who knows how to focus on the key vision at all times
- ❑ Make time to take care of yourself

SECTOR 5: SUPPLIERS

Satisfaction with Suppliers

- Responsiveness
 - Costs compared to competition
 - On-time delivery
 - » Overall satisfaction
 - Defects (#,%)

Supplier Satisfaction

- Opportunity for profits while providing quality
 - Responsiveness
 - Payment

DIVERSIFY – Product & Service

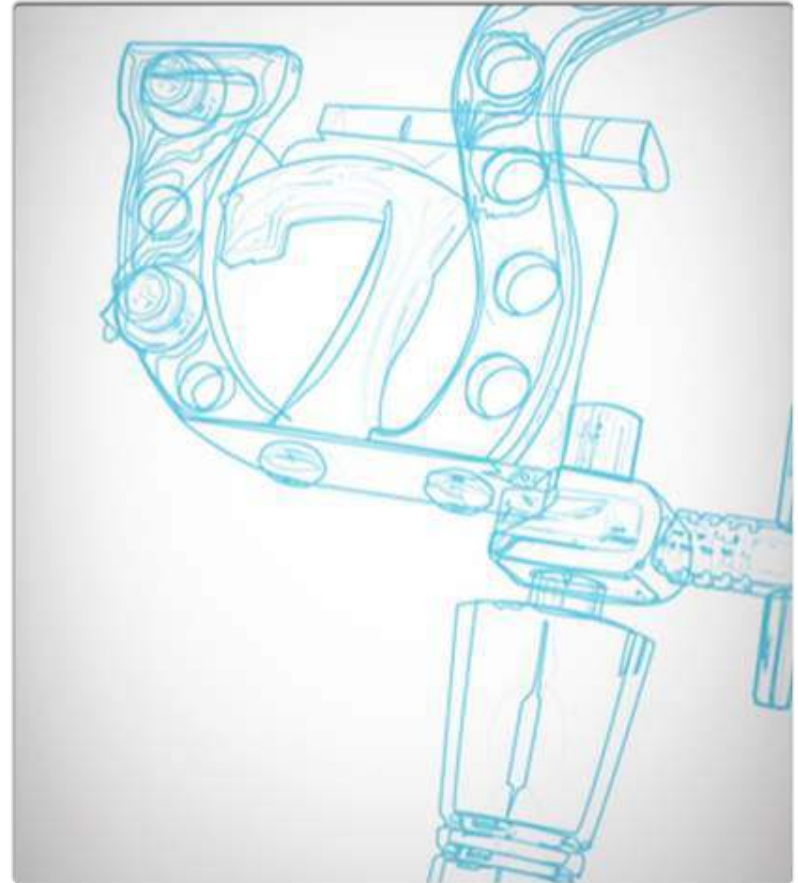
Examples of ways to diversify:

- ❑ Identify additional needs of the demographic that you're currently targeting
- ❑ Sell complementary products or services to your existing customers
- ❑ Expand into new geographies
- ❑ Design Reseller Programs
- ❑ Integrate others' products
- ❑ New revenue streams from multiple markets



SECTOR 6: INNOVATION & TECHNOLOGY

- ❑ Online expansion to leverage a strong online presence and footprint
- ❑ Establish efficient ways to keep in contact & interact with new or existing clients
- ❑ Design content marketing strategy based on user behavior



Key Performance Indicators (KPI)

"Key Performance Indicators (KPI) are quantifiable measurements that reflect the critical success factors of an organization."

KPI—DIFFERS DEPENDING ON THE ORGANIZATION

- A business may have one of its KPIs be the percentage of its income that comes from returning customers
- A school may focus its KPI on graduation rates of its students
- A KPI for a social service organization might be number of clients assisted during the year



KEY PERFORMANCE INDICATORS

- ❑ Reflect the organization's goals
- ❑ Are key to its success
- ❑ Are quantifiable (measurable)

Without a way to accurately define and measure, there's no value to a KPI.

For example, "Generate More Repeat Customers" would not work as a KPI without some way to distinguish between new and repeat customers

STEPS TO IMPLEMENT A KEY PERFORMANCE INDICATOR

- **STEP 1** Define your strategy
- **STEP 2** Audit existing measures
- **STEP 3** Develop new measures
- **STEP 4** Analyze and Report
- **STEP 5** Continuous Improvements

Step 1 – Define Strategy

- ❑ Strategy reflects **Vision, Mission & Values**
- ❑ Set Goals
- ❑ Align team members on strategic issues
- ❑ Identify barriers

Step 2 – Audit Existing Measures

- ❑ Identify available data
- ❑ Review measurement processes
 - Accuracy
 - Timeliness
- ❑ Identify gaps

QUANTIFIABLE MEASUREMENTS

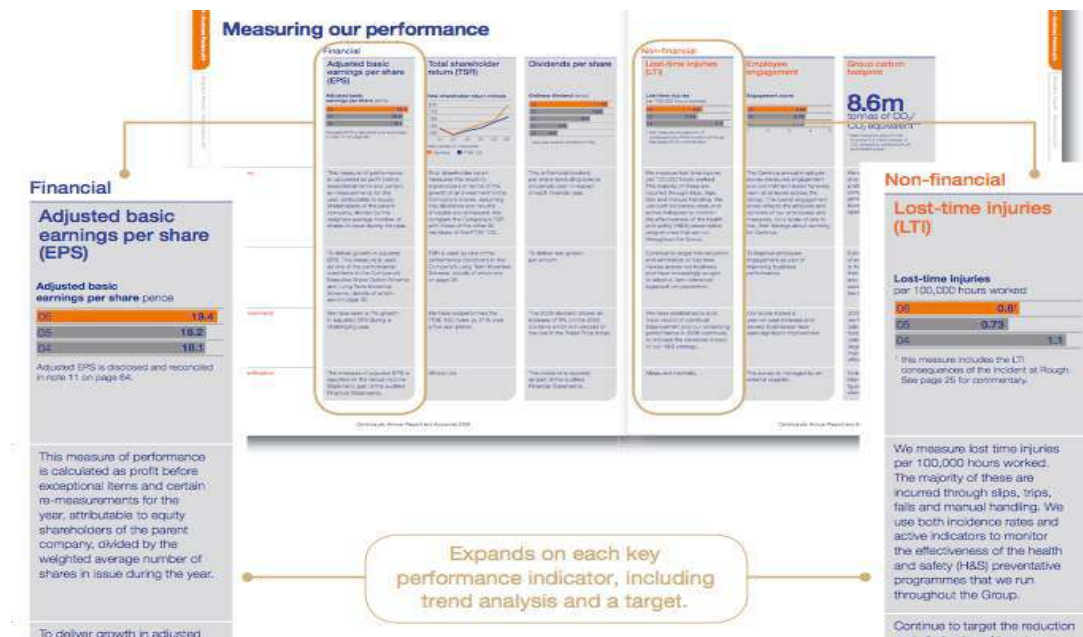
- ✓ What is measured?
- ✓ How often it is measured?
- ✓ What does the measurement tell us?
- ✓ How is the measurement used?
- ✓ Action plan?

Step 3 – Develop new measures

- ❑ Bridges the gap identified in Step 2
- ❑ Measures must reflect performance and progress of business
- ❑ Must be quantifiable
- ❑ Must be comparable with another number
 - Last year
 - Budget
 - Goal
 - Trend

Step 4 – Analyze and report

- ❑ Written **summary** and graph of actions to be taken
- ❑ Easy to read
- ❑ One page summary
- ❑ Graph



Step 5 – Continuous improvements

- ❑ Set **priorities based on strategy**
- ❑ SMART goals
- ❑ Assign **accountability**
- ❑ Track improvement
- ❑ Set new goals!



STEPS TO IMPLEMENT A KEY PERFORMANCE INDICATOR

- **STEP 1** Define your strategy
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- **STEP 5** Continuous Improvements

KPIs AUDIT

Sectors:

- ☐ Marketing & Sales
- ☐ Financial
- ☐ Operations/Production
- ☐ People
- ☐ Suppliers
- ☐ Innovation

Quantifiable Measurements:

- What is measured?
- How often is it measured?
- What does the measure tell us?
- How is the measure used?
- Comments action plan

CRITICAL SUCCESS FACTORS FOR BUSINESS GROWTH

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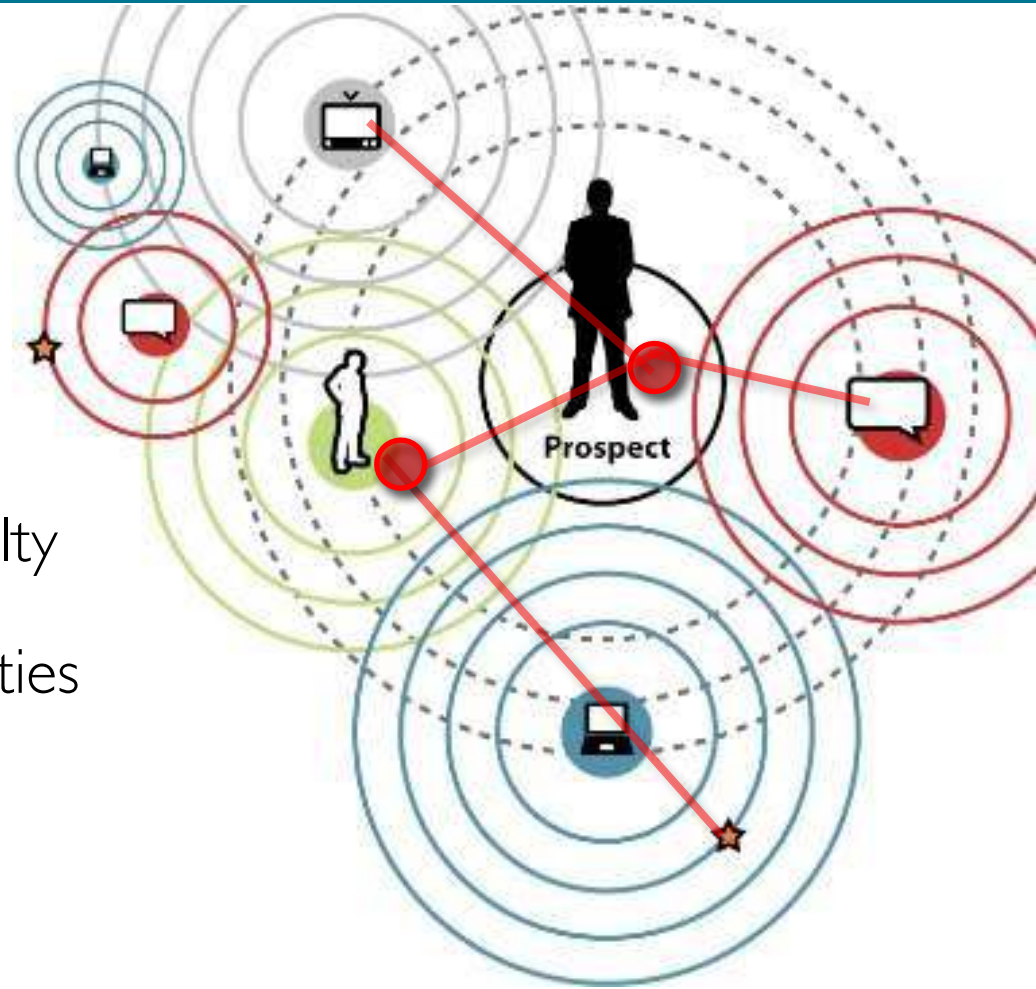
Find more at www.PiedmontAve.com/Resources



Goals of Marketing & Sales

Communicate with your customers to:

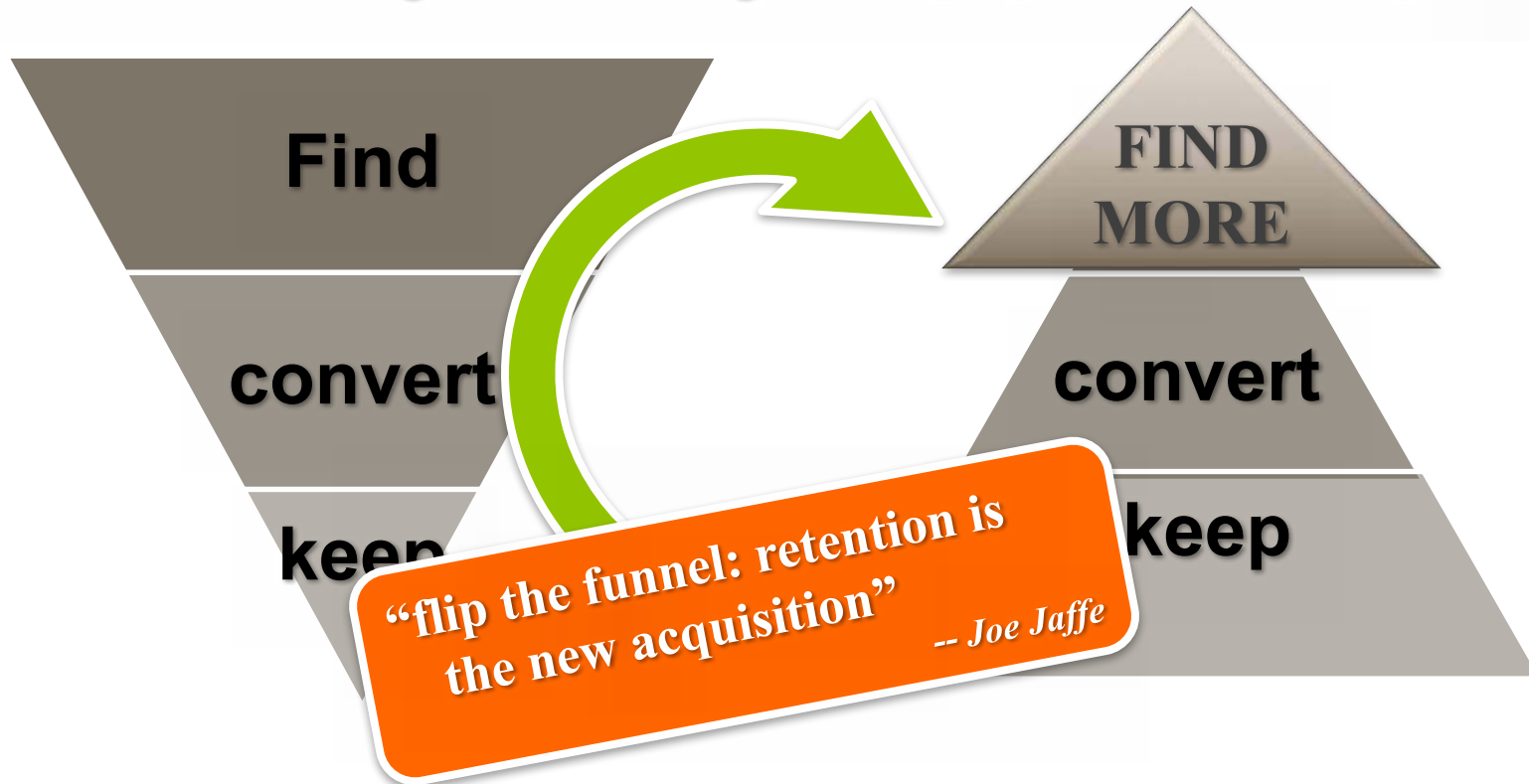
- ❑ Create Brand Awareness
- ❑ Strengthen Customer Loyalty
- ❑ Generate New Opportunities



SALES & MARKETING HAS CHANGED

Traditional Selling / Marketing

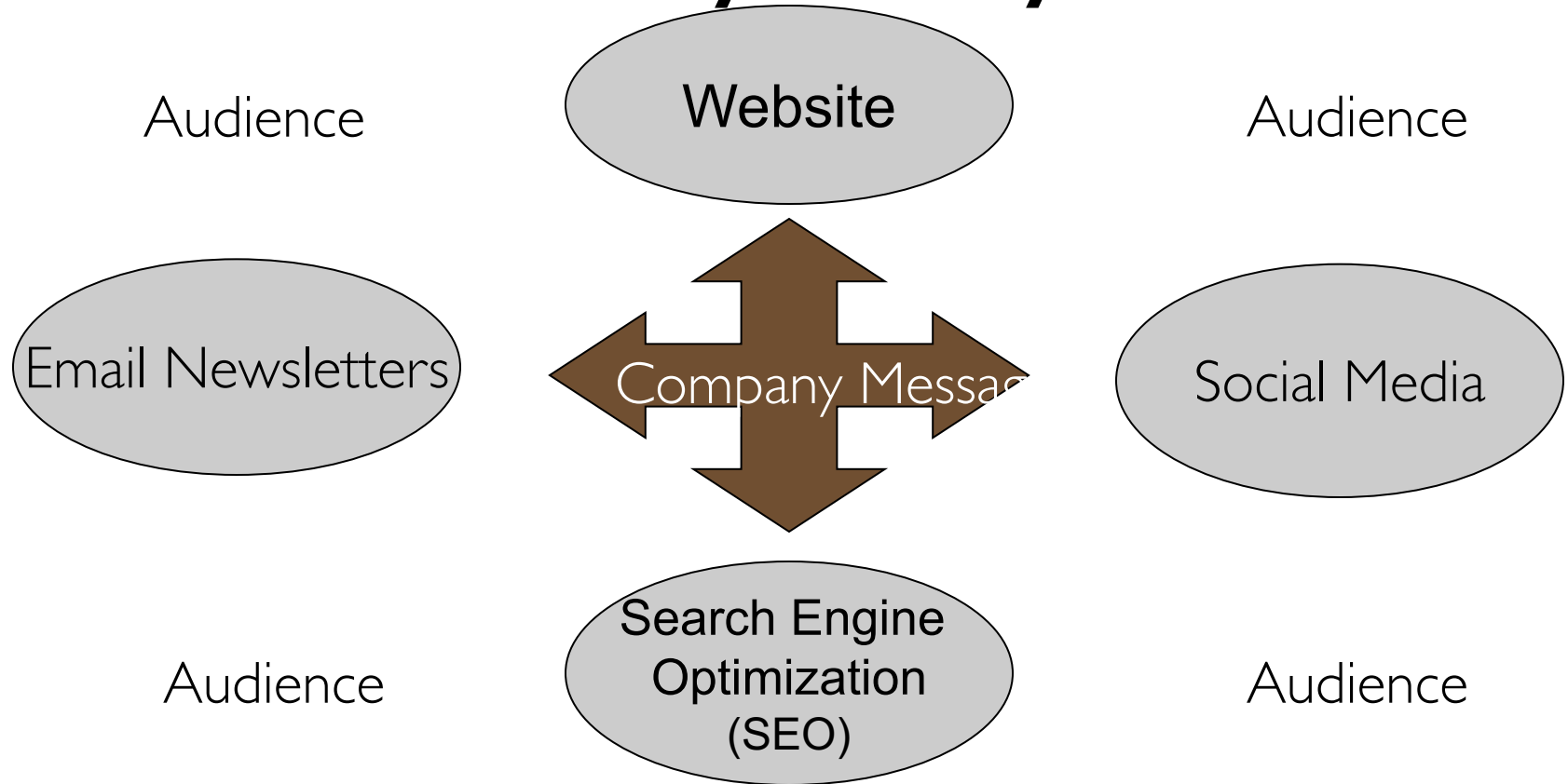
Engagement Selling / Marketing



(1) Potential Customers (2) Potential Partners (3) People You Like (4) People You Don't Like

Online Marketing Or “eMarketing”

“Many to Many”



Increasing Leads - Prospecting Efforts

What are your Current Marketing Activities?



Call to Action: **What Do You Offer?**



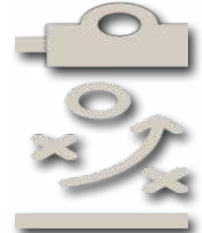
discounts



downloads



B2B services



hints + tips

**event
invites**



**support
a cause**



Tracking & Analysis

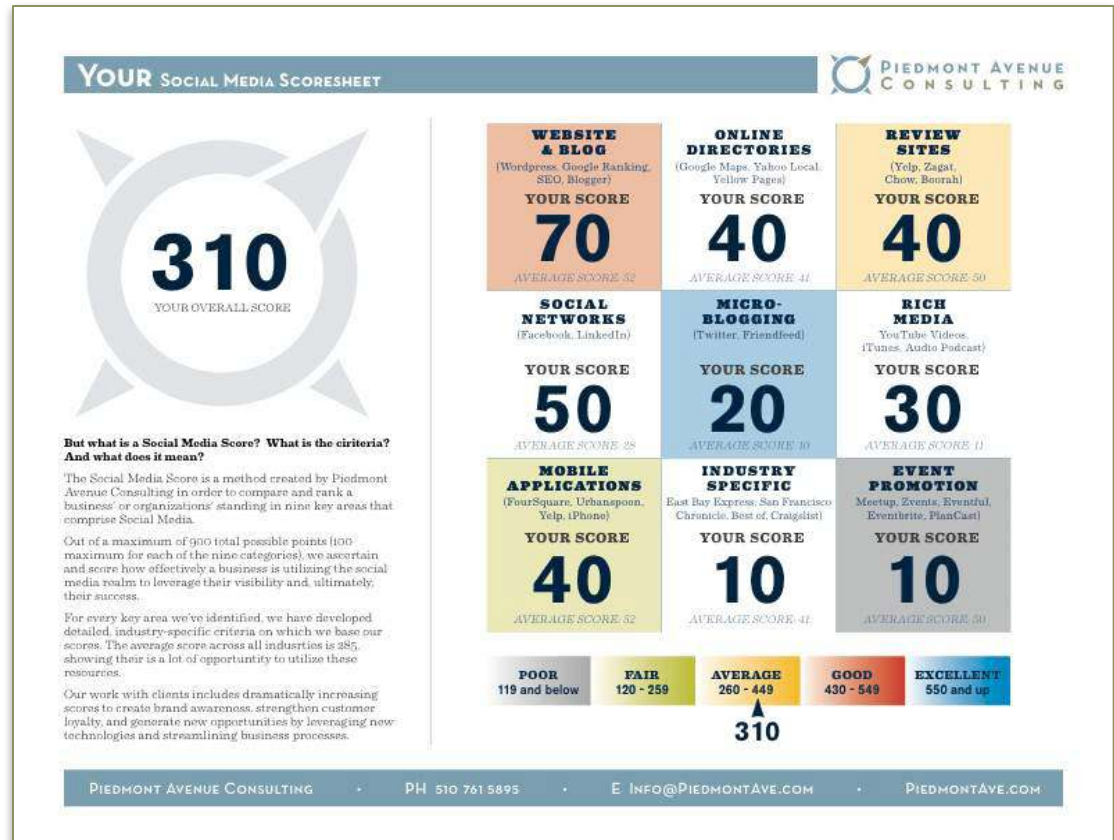
The Key Benefit of Online Marketing is the ability to track and analyze results, then quickly iterate and adjust for optimal performance

9

Key Areas of Social Media

Workbook Page 5

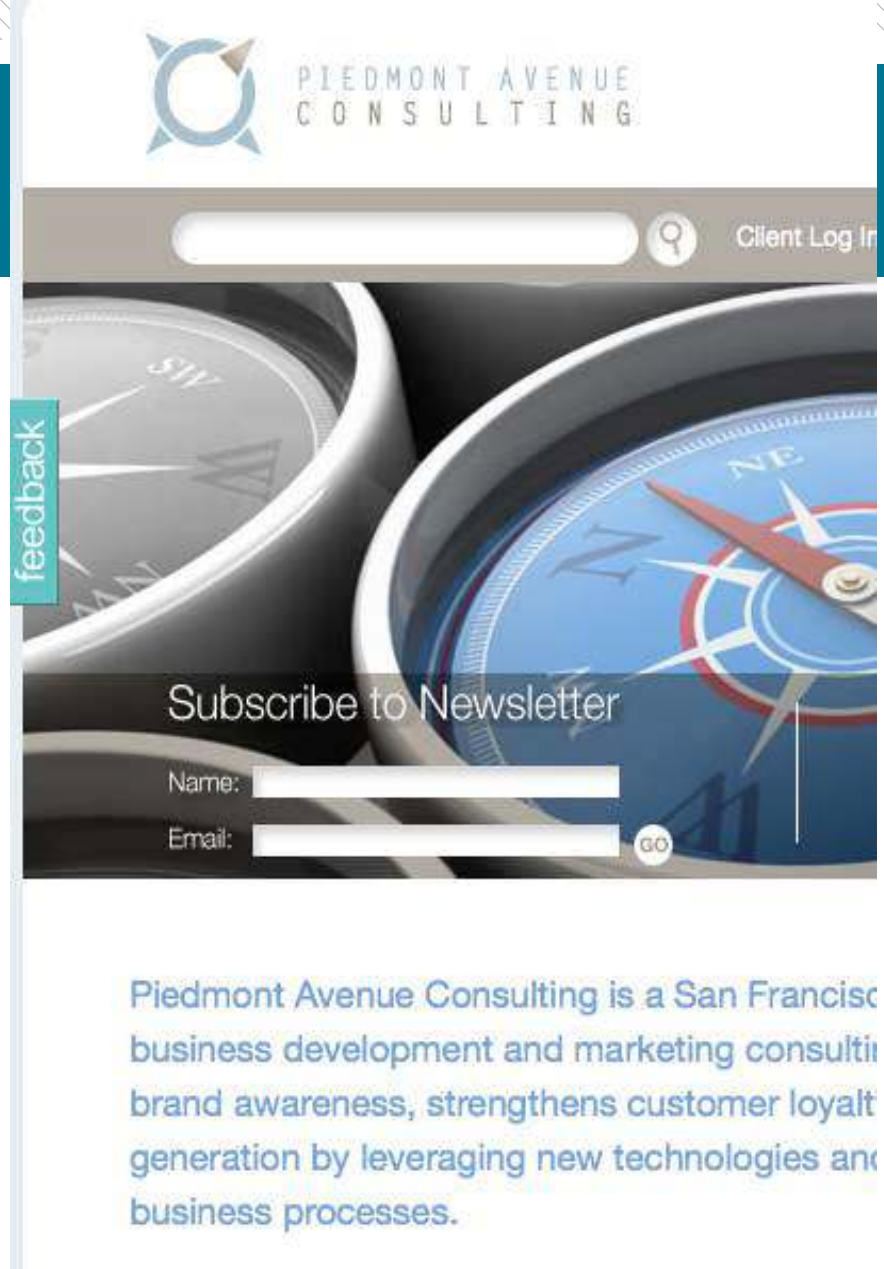
1. Website & Blog
2. Online Directories
3. Review Sites
4. Social Networks
5. Micro Blogging
6. Rich Media
7. Mobile Apps
8. Industry Specific
9. Event Promotion



1 Website & Blog

Google Ranking, Alexa Page Ranking, SEO/CRO, Blogger, TypePad, Wordpress

- Control the content.
 - A chance to tell your story.
- Define a clear message.
 - What do you offer?
- Create a medium for contact.
 - Invite feedback, questions...
- Provide links to other pages.
 - Share your FB, Twitter...
- Update your content.
 - Consistency in theme and info.



Piedmont Avenue Consulting is a San Francisco business development and marketing consulting firm that increases brand awareness, strengthens customer loyalty and generates new business by leveraging new technologies and business processes.



Website – The Hub Of Your Online Strategy

- Most important area
- Definition of you and your message
- Central hub with links to other sites
- You control it



Website – Wix.com

Build your Website Today



**Create
Your Stunning
Website.
It's Free**

Wix enables everyone to design, publish and host stunning HTML5 websites.

- **Easy drag-and-drop website builder!**
- **No coding**
- **No previous design skills**



Templates Explore Features My Account Premium Support

English

Login/Sign up

Pick the Blog website template you love

E.g music, photography

- ☐ NEW!
- ☐ Most Popular
- ☐ Blank Templates

Food Blog



Fashion Blog



**100s of Stunning
HTML5 Templates**

Whichever template you pick,
your website will look amazing



**Customize Anything
You Want**

Your own text, pics, videos,
layout, background & more



**Simple Drag n' Drop
Website Builder**

Have fun creating your free website
exactly the way you want



**Secure and Reliable
Free Hosting**

Our industry-leading CDN cloud
technology keeps you worry free



**Sell Your
Stuff Online**

Add an e-shop to your website
with our eCommerce solution



**Look Great on
Mobile Devices**

Get an optimized version of
your website for smartphones



**Make Your Website
Google Friendly**

So people can find you via
Google & other search engines



**Dedicated Support
24/7**

Contact our Support Team
and get instant answers



Brand & Purpose of The Site

When on the Homepage... What do you want me to do?

Purpose

- Message clearly written
- Provide background
- Products and Services clearly defined
- What are we about

Piedmont Avenue Consulting is a San Francisco Bay Area based business development and marketing consulting firm who creates brand awareness, strengthens customer loyalty, and increases lead generation by leveraging new technologies and streamlining business processes.



Calls to Action

- What are your next steps, requests, actions
 - Are services/products labeled and promoted properly?

Alameda County
Small Business Development Centers of Northern California

Services
Free Counseling
Business Seminars
Events

ABOUT
ACSBDC Leadership
Advisor Profiles
Success Stories

Click Here for FREE One-on-One Business Counseling

Events
ACSBDC/Chevron Social Media Brown Bag Lunch Series - Seminar 2 of 10: Website and Blog (Oakland)
Oakland
Tue, 11/27/2012 - 12:00pm - 1:30pm

Let's Make Room, Oakland
"Having access to a small business...I still can't believe I..."

The Alameda County Small Business Development Centers
The Alameda County SBDC provides

Client Log In | Blog

Directing success through creative insight and measurable results.

Subscribe to Newsletter
First Name:
Last Name:
Email Address:
SIGN UP

REQUEST FREE Social Media Report

SCHEDULE FREE Consulting Interview

Call to Action – vCita

Online Scheduling Software and Business Calendar



- Easy Appointment Scheduling for Your Clients
- Best Business Calendar for Your Team



Call to Action – Constant Contact

Email Marketing – Customer Loyalty Program



Re-use content and stay on top of mind.

Email Marketing just plain works. See how.

Your customers check their inbox all day, every day. You're sure to reach them when you work with Constant Contact. Build relationships, drive revenue, and [deliver real results](#) for your business.



Grow

No list? No problem. We make it easy to grow your [email list](#) and manage contacts.



Go Social

Get ready to extend your reach and build your business with powerful [social media integration](#).



Track

Track your success with real-time [reporting](#) that makes it easy to plan your next move.

Already using Constant Contact? Get a Free Audit!



2 Online Directories

Google Local/Maps, Yahoo Local,
Yellow Pages, CitySearch, Chamber

Google

Places for Business

- Search yourself.
 - The power of Google
- Look for similar businesses.
 - If you're not listed, someone else is!
- Display correct contact information.
 - Location, phone #, website, directions MUST be correct
- Take a photo.
 - If they know what to look for, they'll find it.

AZ Alteration and Cleaners

more info ☆ ✕

3875 Piedmont Avenue
Oakland, CA 94611
(510) 658-2259
azalterationandcleaners.com
5 reviews



Directions Search nearby Save to map more ▾

Mrs. Meyer's Clean Day®
Natural All Purpose Cleaner.
Making Cleaning More Pleasant.
www.mrsmeyers.com/

IS THIS YOUR BUSINESS?



Manage your page

 **AZ Alteration and Cleaners**
3875 Piedmont Ave, Oakland, CA
(510) 658-2259
azalterationandcleaners.com
5 reviews



GOOGLE — GET YOUR BUSINESS ONLINE

Get Online – California Get Your Business Online

+  http://www.gybo.com



Q That was easy!



with Google

HOME

SUCCESS STORIES

RESOURCES ▾

ABOUT ▾

FAQS

GET STARTED

Get your business online

Get on the map

APPROXIMATELY 10 MINUTES

Get on the web

APPROXIMATELY 60 MINUTES

The easiest way for your business to be found online

A Google+ page is a free business listing that helps people find businesses like yours when searching for local products or services. Select the *Local Business* or *Place* category during sign-up and your listing will show up on:

- ✓ Google Maps
- ✓ Google+
- ✓ Google search results
- ✓ Phones and tablets

Get started ▶

POWERED BY Google+





GOOGLE+

One Google Account for everything Google



David Mitroff

Works at Piedmont Avenue Consulting
Lives in San Francisco Bay Area

98 followers | 1,684 views



About

Posts

Photos

YouTube

+1's

Reviews

In his circles



Mark Meyer



Jennifer Reyes



Robert Segovia

Have him in circles



Story

Tagline

Be Social. Food is Culture. Chief Networker - PiedmontAve.com.
Business Consultant, Marketing Expert, Social Maven, Keynote
Speaker, Restaurant Consultant, Founder PiedmontAve.com &
WalnutCreekEvents.com

Introduction

David Mitroff, Ph.D. is the Founder and Chief Consultant at Piedmont Avenue Consulting. David questions assumptions, offers creative ideas and encourages new initiatives from strategy through implementation. David's wealth of knowledge is transferred to clients leading to heightened sales, increased customer experiences, and enhanced relationship building techniques. David has an extensive educational background, in addition to professional sales training, which includes a Ph.D. in Clinical Psychology with coursework in Business Administration, Legal Studies, and Marketing providing a foundation for excellent critical and analytical thinking, business strategy, relationship building, and networking.

Work

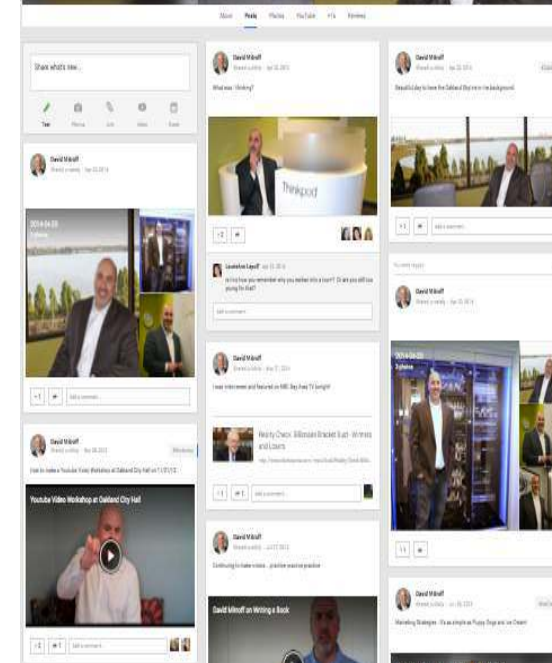
Occupation

Business Consultant, Marketing Expert, Social Maven, Founder
PiedmontAve.com & WalnutCreekEvents.com

Employment

Piedmont Avenue Consulting

Founder, Chief Consultant, present
Piedmont Avenue Consulting (www.PiedmontAve.com) is a San Francisco Bay Area business process consulting firm specializing in leveraging new technology for business development and marketing. We integrate Google, Salesforce, Constant Contact, Yelp, Facebook, and other new technology solutions with businesses to improve productivity, monitor performance, and expand marketplace presence. Our clients include restaurants, retail specialty stores, financial services firms, high-growth start-up companies, real estate agencies, individual entrepreneurs, and other diverse organizations.



SPECIAL ANNIVERSARY EDITION

HOW TO WIN FRIENDS & INFLUENCE PEOPLE

*The Only Book You Need
to Lead You to Success*

Dale
Carnegie

OVER 75
YEARS IN
PRINT!

“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

- Dale Carnegie

3 Review Sites

Yelp, Zagat, Chow, Lawyers.com

- Rely on word of mouth.
 - People trust personal accounts more than ads.
- Offer additional information.
 - Yelp is a mobile tour guide.
- Respond to reviews.
 - Thank those who provide feedback.
- Learn from your reviews.
 - Don't make the same mistake twice!

The screenshot shows the Yelp profile for Navlet's Garden Centers. At the top, the Yelp logo is on the left, and navigation links (Home, About Me, Write a Review, Find Friends, Messages, Talk, Events) are on the right. The business name 'Navlet's Garden Centers' is prominently displayed, followed by a 4.5-star rating from 47 reviews and a 'Details' link. Below this is a map showing the location at 2895 Contra Costa Blvd, Pleasant Hill, CA 94523. To the right of the map are three photos: a garden scene, a potted plant, and a garden path. A 'Write a Review' button is visible. Below the map, there are three user reviews with profile pictures. The first review says, 'they can provide you with advice about the soil too -- so don't be afraid to ask -- that's what they're there for...to help you have a green thumb!' in 5 reviews. The second review says, 'Great place for indoor and outdoor plants.' in 2 reviews. The third review says, 'My other tomato was a determinate variety of Early Girl.' in 2 reviews. To the right of the reviews, there is a 'Today 9:00 am - 5:30 pm' status, a '\$\$\$ Price range Moderate' indicator, and a 'Compare Deck Installation Co' advertisement. At the bottom, there are links for 'Edit Business Info' and 'Work Here? Unlock This Business Page'.

Navlet's Garden Centers
4.5 stars 47 reviews
Details
\$\$ Nurseries & Gardening
2895 Contra Costa Blvd
Pleasant Hill, CA 94523
Get Directions
(925) 939-9000
Message the business
navletsgardens.com

“they can provide you with advice about the soil too -- so don't be afraid to ask -- that's what they're there for...to help you have a **green thumb!**”
in 5 reviews

“Great place for indoor and **outdoor plants.**” in 2 reviews

“My other tomato was a determinate variety of **Early Girl.**” in 2 reviews

Hours:
Mon-Sun 7 am - 1:30 am
Good for Kids: Yes
Accepts Credit Cards: Yes
Parking: Street
Attire: Casual
Good for Groups: Yes

Price Range: \$\$\$
Takes Reservations: No
Delivery: No
Take-out: Yes
Waiter Service: Yes
Outdoor Seating: No
Wi-Fi: Free

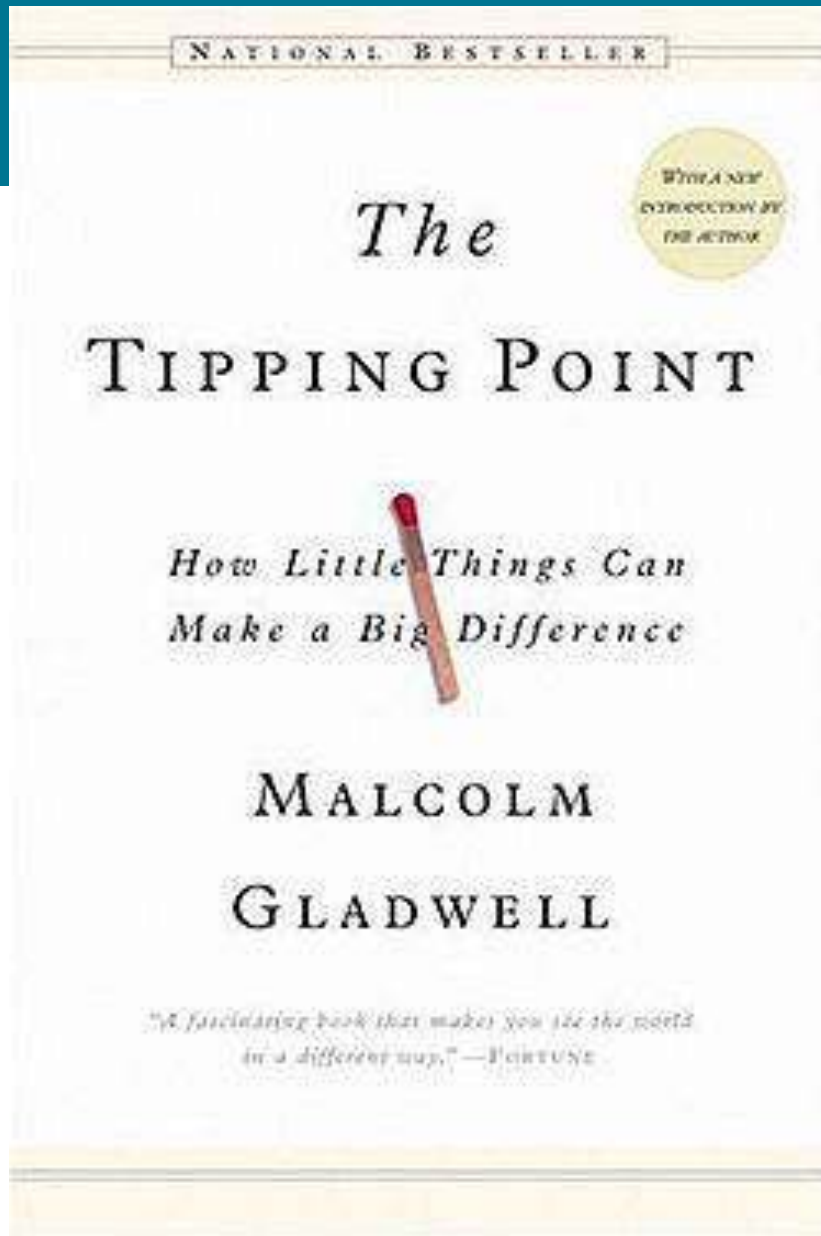
Edit Business Info Work Here? Unlock This Business Page

4 Social Networks

Facebook, LinkedIn, Biznik, VentureStreet

- Communicate with clients.
 - Be involved with the conversation.
- Connect.
 - Associate your business with related pages and people.
- Establish a following.
 - Invite past clients/customers to view your page.



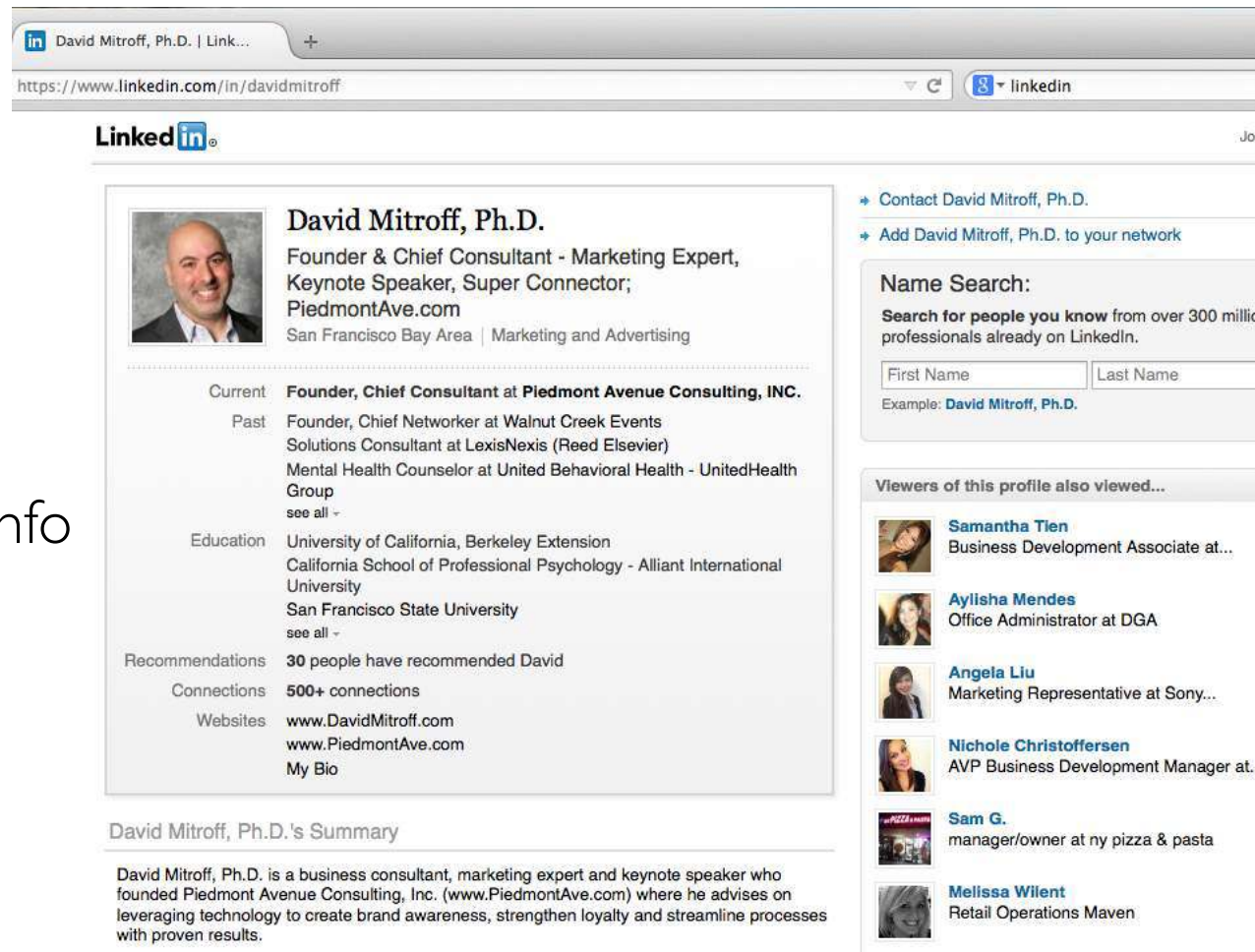


“Acquaintances, in sort, represent a source of social power, and the more acquaintances you have the more powerful you are.”

- Malcolm Gladwell

Personal Profile - **LinkedIn**

- Custom URL
- Title = Story
- Websites
- Summary
 - Keywords
 - Include Contact info
- LION
- Privacy Settings



The screenshot shows a web browser window with the LinkedIn profile of David Mitroff, Ph.D. The browser's address bar shows the URL <https://www.linkedin.com/in/davidmitroff>. The profile header includes a profile picture of a man, his name "David Mitroff, Ph.D.", and his title "Founder & Chief Consultant - Marketing Expert, Keynote Speaker, Super Connector; PiedmontAve.com San Francisco Bay Area | Marketing and Advertising".

The profile details are organized into sections:

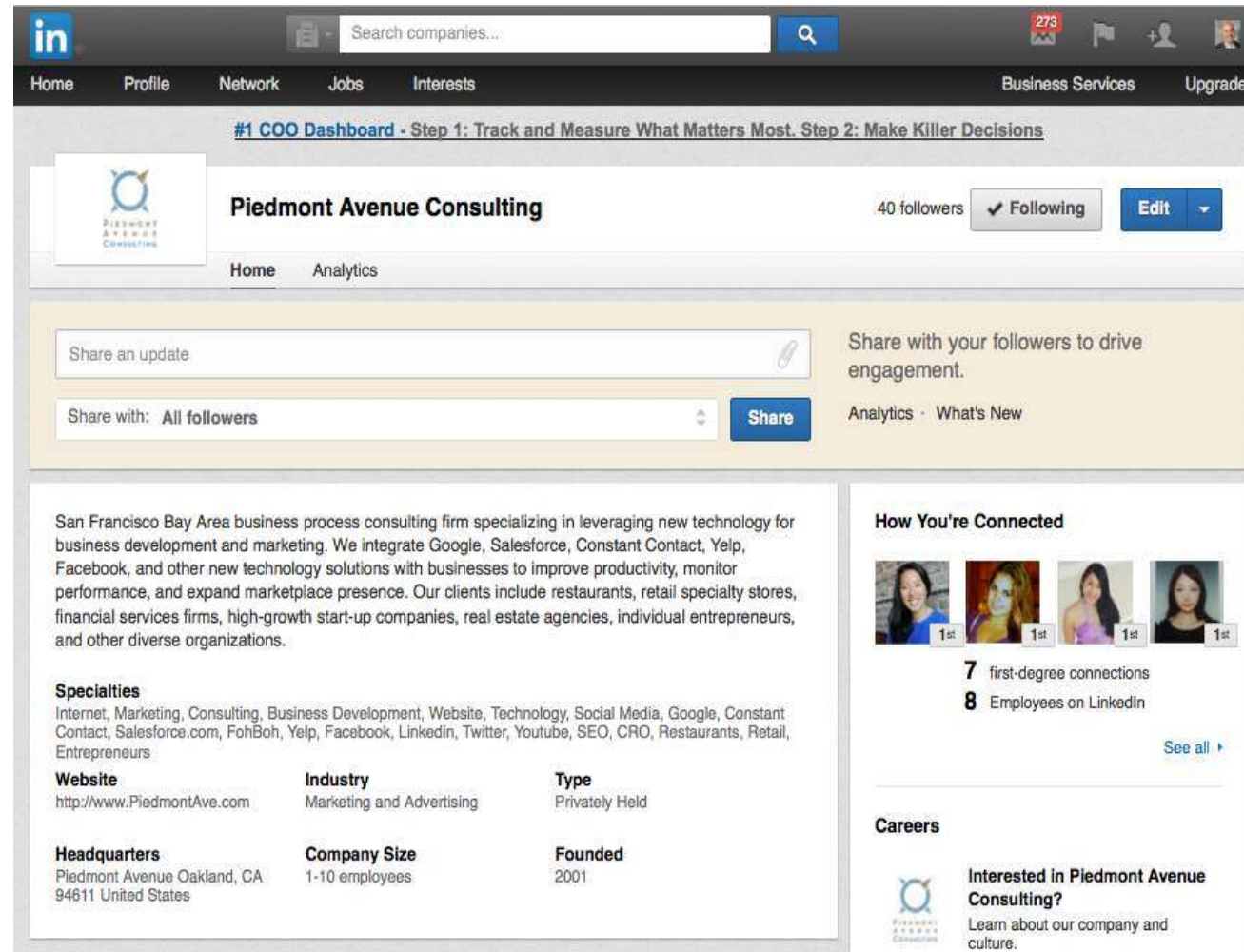
- Current:** Founder, Chief Consultant at Piedmont Avenue Consulting, INC.
- Past:** Founder, Chief Networker at Walnut Creek Events; Solutions Consultant at LexisNexis (Reed Elsevier); Mental Health Counselor at United Behavioral Health - UnitedHealth Group (with a "see all" link).
- Education:** University of California, Berkeley Extension; California School of Professional Psychology - Alliant International University; San Francisco State University (with a "see all" link).
- Recommendations:** 30 people have recommended David.
- Connections:** 500+ connections.
- Websites:** www.DavidMitroff.com, www.PiedmontAve.com, and "My Bio".

Below the profile details is a section titled "David Mitroff, Ph.D.'s Summary" containing a paragraph about his business consulting work.

On the right side of the profile, there are links to "Contact David Mitroff, Ph.D." and "Add David Mitroff, Ph.D. to your network". Below these is a "Name Search" box with fields for "First Name" and "Last Name", and an example: "David Mitroff, Ph.D.". Further down is a section titled "Viewers of this profile also viewed..." which lists several other professionals with their names and titles, each accompanied by a small profile picture.

Company Profile -

- Find individuals you know in a professional capacity
- Company Profile
- Participate in discussions
- Recruit attendees to your events
- Invite people to join your mailing list



The screenshot shows the LinkedIn company profile for Piedmont Avenue Consulting. The header includes the LinkedIn logo, a search bar, and navigation tabs for Home, Profile, Network, Jobs, and Interests. The company name "Piedmont Avenue Consulting" is prominently displayed, along with "40 followers" and a "Following" button. Below the name are tabs for "Home" and "Analytics". A "Share an update" box is visible, with a "Share with: All followers" dropdown and a "Share" button. The company description states: "San Francisco Bay Area business process consulting firm specializing in leveraging new technology for business development and marketing. We integrate Google, Salesforce, Constant Contact, Yelp, Facebook, and other new technology solutions with businesses to improve productivity, monitor performance, and expand marketplace presence. Our clients include restaurants, retail specialty stores, financial services firms, high-growth start-up companies, real estate agencies, individual entrepreneurs, and other diverse organizations." Below this, a "Specialties" section lists various services. A table provides details about the company's website, industry, type, headquarters, company size, and founding year. On the right, a "How You're Connected" section shows 7 first-degree connections and 8 employees on LinkedIn. A "Careers" section at the bottom right invites users to learn more about the company and culture.

Piedmont Avenue Consulting 40 followers [Following](#) [Edit](#)

[Home](#) [Analytics](#)

Share an update [Share](#)

Share with: All followers

Share with your followers to drive engagement.

Analytics · What's New

San Francisco Bay Area business process consulting firm specializing in leveraging new technology for business development and marketing. We integrate Google, Salesforce, Constant Contact, Yelp, Facebook, and other new technology solutions with businesses to improve productivity, monitor performance, and expand marketplace presence. Our clients include restaurants, retail specialty stores, financial services firms, high-growth start-up companies, real estate agencies, individual entrepreneurs, and other diverse organizations.

Specialties
Internet, Marketing, Consulting, Business Development, Website, Technology, Social Media, Google, Constant Contact, Salesforce.com, FohBoh, Yelp, Facebook, LinkedIn, Twitter, Youtube, SEO, CRO, Restaurants, Retail, Entrepreneurs

Website http://www.PiedmontAve.com	Industry Marketing and Advertising	Type Privately Held
Headquarters Piedmont Avenue Oakland, CA 94611 United States	Company Size 1-10 employees	Founded 2001

How You're Connected

7 first-degree connections
8 Employees on LinkedIn

[See all](#)

Careers

Interested in Piedmont Avenue Consulting?
Learn about our company and culture.

Groups



- Join Groups... 50 of them... Increase 3rd Level Connections!
- Create your own Group... for Free
- LION (LinkedIn Open Networkers)

The screenshot shows the LinkedIn interface for the 'Walnut Creek Events' group. At the top, there's a search bar and navigation icons. The group header includes the 'Walnut Creek Events' logo, name, and '51 members'. Below the header are tabs for 'Discussions', 'Promotions', 'Jobs', 'Members', 'Search', and 'Manage'. A notification banner prompts the user to 'Take a minute to set up your group for success' with a link to 'Modify your Group's Settings'. The main content area features a collage of photos and logos of local businesses and organizations, including Piedmont Avenue Consulting, Walnut Creek Events, SBCDC, Sobieski, Meetup, Yelp, Diablo, Oakland, Salesforce, Karlsson's Gold, Ben & Jerry's, CitySolve, Forefront, Inneka, and Starforce. On the right sidebar, there's a section for 'Members of this Group' showing profile pictures of Sara Benson and others, with a link to 'See all members'. Below that is a section for 'Your group contribution level' with a progress bar and the text 'Getting Started'.



5 Micro Blogging



Diablo Magazine

The Pro Bowling Tour is rolling through Dublin in 10 days! Get your insider tips here: <http://bit.ly/dHOZgR>

10:02 AM Jan 16th via SocialOomph

Which is your favorite?

6:15 PM Jan 14th via Tweetie for Mac

Cupcake Taste-Off! Kara's vs. Frosting Bake Shop in Walnut Creek: <http://tinyurl.com/48zrpqe>

6:15 PM Jan 14th via Tweetie for Mac

Dancers, gymnasts, and actors come together in Diavolo, performing in Livermore tonight and tomorrow:

<http://twurl.nl/a6o757>

3:57 PM Jan 14th via Tweetie for Mac

Head to Pleasanton tonight for "Comfort Manfood," a guy's cooking class at Pans on Fire (whisky-chocolate cake!):

<http://twurl.nl/a6o757>

2:51 PM Jan 14th via Tweetie for Mac

Twitter, Friendfeed

- Interact with daily events.
 - How can you relate to what's happening?
- Remind everyone about events.
 - Update information leading up to the event.
- Invite new customers.
 - Friend of a friend of a friend...

6 Rich Media

Youtube Videos, iTunes Audio
PodCast, Flickr Pictures

- Appeal to the senses.
 - The eyes are drawn to an image/video first!
- Attract new customers.
 - If the website quality is great, then people assume the business quality is great, as well.
- Entertain your audience.
 - Get creative with images and videos.



7 Mobile Apps

FourSquare, Urbanspoon, Yelp,
iPhone, SMS Text

- Stay in contact.
 - People are ALWAYS on their smart phones.
- Solidify your relationship.
 - Make the client feel special for receiving extra attention.
- Go the extra mile.
 - This shows that you're following through.



It's easy to join our mailing list!

Just send your email address
by text message:

Text

DAVID

to **22828** to get started.



8 Industry Specific

East Bay Express, San Francisco Chronicle, DiabloMag.com

- Network within your group.
 - Get the scoop on what's the latest and greatest.
- Surround yourself with what you want to become.
 - Hang out with like-minded businesses.
- Help those who help you.
 - You never know when you'll need something.



Industry Specific Example – Medical Industry

Over 60 Sites!



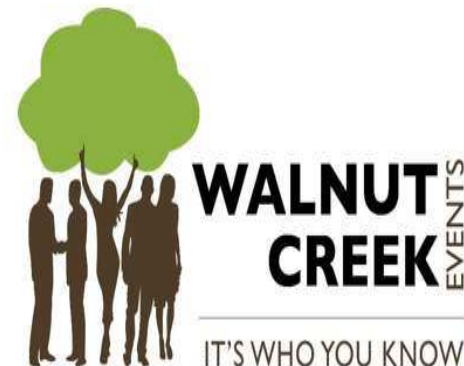
Industry Specific Example “Best of...” Sites



9 Event Promotion

Meetup, Zvents, Constant Contact Events, PlanCast, FullCalendar.com

- Promote what you've got.
 - An event can attract more business.
- Collaborate with others.
 - Get other businesses involved.
- Feature your calendar.
 - The internet is a great way to publicize!



When
Thursday July 19, 2012 from 4:00 PM to 8:00 PM PDT

 [Add to my calendar](#)

Where
Eleve Restaurant
1677 North Main Street
Walnut Creek, CA 94596



Social Media Marketing Made So Followed By Networking Event

Thursday July 19, 2012 from 4:00pm to 8:00pm

Constant Contact Social Media Workshop Starts

@ Eleve Restaurant - 1677 North Main Street, V

This free event is the perfect combination of workshop and networking for professionals. First, learn Social Media strategies (4:15pm-5:00pm), then attend the Constant Contact Workshop and then be social (5:15pm-8:00pm) with drinks and Eleve Restaurant's elegant setting, during the Networking Event.

Event Promotion: Email Marketing






[in](#)
[f](#)
[t](#)
[+](#)
[RSS](#)

PiedmontAve.com 510.761.5895

[BRAND AWARENESS](#)
[LEAD GENERATION](#)
[CUSTOMER LOYALTY](#)
[CONTACT US](#)



Upcoming Events:

Discover the Hospitality Gems of the Tri-Valley
 Food & Wine Tastings ~ Social Media Marketing Experts Panel ~ Social & Business Networking
 Cresta Blanca Ballroom - Robert Livermore Community Center
 4444 East Avenue, Livermore, CA 94550
 Wednesday 03/19/2013 from 4:30pm - 8:00pm

Discover the Hospitality Gems of the Tri-Valley on Tuesday, March 19th from 4:30-8:00PM in the Cresta Blanca Ballroom at the Robert Livermore Community Center. [Register now](#) for this perfect event to try Livermore Valley wines (Wente, Ravenswood Valor, Garre, Tenuta), taste gourmet cuisine





David Mitroff, Ph.D.
David@Piedmontave.com
 510-761-5895

Piedmont Avenue Consulting was founded by David Mitroff, Ph.D., to meet the growing needs of the consulting relationships he has built



[in](#)
[f](#)
[t](#)
[+](#)
[RSS](#)

PiedmontAve.com 510.761.5895

TRES AGAVES TEQUILA TASTING EVENT



VIP Tres Agaves Tequila Tasting Event
 Thur. May 24, 2012 6pm to 8pm



We invite you to explore the origins of the Tres Agaves Tequila with other VIP's while enjoying four tequila tastings created by Élevé, along with a selection of food from Élevé Restaurant's award winning menu.

[Get more information](#)

This event is completely complimentary because of your relationship with David Mitroff, Ph.D., Piedmont Avenue Consulting, Walnut Creek Events, Eleve Restaurant, or Tres Agaves Tequila.



Piedmont Avenue Consulting

Piedmont Avenue Consulting was founded by David Mitroff, Ph.D., to meet the growing needs of the consulting relationships he has built with organizations and business owners in the San Francisco Bay Area and beyond over the last 15

Event Promotion: Twitter



The screenshot shows the Twitter interface for the account @WalnutCrkEvents. The left sidebar contains navigation links: Home, Connect, Discover, and Me. Below these are links to Tweets, Following, Followers, Favorites, and Lists. A section titled 'Tweet to Walnut Creek Events' includes a text input field with '@WalnutCrkEvents' entered. Below that is a 'Who to follow' section listing ABC7 News, NBC Bay Area, and People magazine. The main profile area for Walnut Creek Events shows their bio: 'Walnut Creek Events produces and provides listings of upcoming Walnut Creek Networking, Social, and Business events. Walnut Creek, CA 94596 · WalnutCreekEvents.com'. It also displays statistics: 28 Tweets, 109 Following, and 745 Followers. The 'Following' button is highlighted. The 'Tweets' section shows two tweets: one about 'Small Business Week - Is it in May or June? - Upcoming Events' dated 21 May, and another about 'Success in 2013 = It's Who You Know! Upcoming Events' dated 15 Mar. Both tweets include a link to constantcontact.com.

Event Promotion: Facebook



facebook

Email or Phone Password [Log In](#)

☐ Keep me logged in [Forgot your password?](#)

Walnut Creek Events is on Facebook.

To connect with Walnut Creek Events, sign up for Facebook today.

[Sign Up](#) [Log In](#)

Walnut Creek Events

493 likes · 8 talking about this

Arts/Entertainment/Nightlife
Walnut Creek, California 94596
(510) 761-5895

[About](#) [Photos](#) [Likes](#) [Like us VIP / 3 Offers](#) [Join My List](#)

[Highlights](#)

Event Promotion: LinkedIn Groups



LinkedIn Account Type: Basic | Upgrade 135

Home Profile Contacts Groups Jobs Inbox Companies News More Groups ▾

Walnut Creek Events

Discussions Members Promotions Jobs Search Manage 23 More...

Take a minute to set up your open group for success.
[Modify write permissions in Group Settings »](#)
[Edit your Group Rules »](#)

Start: Discussion Poll

 Your Activity

Make sure to use LinkedIn Groups and other Social Media platforms before, during, and after events! 101

Add more details...

[Attach a link](#) ☒   [Share](#)

Choose Your View ▾

 See you Wednesday 5/29 at 5:30pm at the Event on Events in the Oakland Hills -

Event Promotion: Meetup Groups



The screenshot shows the Meetup page for 'Walnut Creek Events'. The page header includes the Meetup logo, navigation links (Find, Start), and user information (David Mitroff, Ph.D.). The group's banner features the text 'WALNUT CREEK EVENTS' and 'visit us at walnutcreekevents.com'. The main content area is titled 'Welcome, Walnut Creek Networkers: It's Who You Know' and includes a 'SCHEDULE A NEW MEETUP' button. A featured event, 'Morning Breakfast Mixer (9:45am-11:15am) @ Lafayette Park Hotel', is highlighted with details about the location and a list of attendees. The right sidebar shows 'What's new' with recent photos and member updates. The left sidebar provides group statistics and a 'Write about' section.

Walnut Creek Events
visit us at walnutcreekevents.com
Networking - Socializing - Live Music - And much more

Welcome, Walnut Creek Networkers: It's Who You Know

Morning Breakfast Mixer (9:45am-11:15am) @ Lafayette Park Hotel
Lafayette Park Hotel: Duck Club Restaurant
3287 Mount Diablo Boulevard, Lafayette, CA (map)

We did this event last month and it was so successful we are doing it again! We had a solid group of 15 people and I know for a fact some business deals were made... [LEARN MORE](#)

Hosted by: David Mitroff, Ph.D. (Co-Ed Networker)

This Meetup repeats on the 2nd Friday of every month

Event	Attendees	Date
Morning Breakfast Mixer (9:45am-11:15am) @ Lafayette Park Hotel	1 attending	Fri Jun 14, 9:45 AM
Morning Breakfast Mixer (9:45am-11:15am) @ Lafayette Park Hotel	1 attending	Fri Jul 12, 9:45 AM
Morning Breakfast Mixer (9:45am-11:15am) @ Lafayette Park Hotel	1 attending	Fri Aug 9, 9:45 AM

Recent Meetups

What's new

New Member
Thank Naja joined Yesterday

New Member
Ashley F joined Yesterday



Time Management & Monitoring Tools:

- Google Alerts
- HootSuite
- TweetDeck
- RSS
- NutshellMail



Google Alerts - Monitor the Web for interesting new content

Google

Alerts
Monitor the web for interesting new content

MC Hammer

How often: At most once a day

Sources: Automatic

Language: English

Region: Any Region

How many: Only the best results

Enter email: **CREATE ALERT** [Hide options](#)

Alert preview

NEWS

Women in Business: Jesse Draper, Creator and Host of The Valley Girl Show
Huffington Post

... Ted Turner, Mark Cuban, Sheryl Sandberg, Supreme Court Justice Sandra Day O'Connor, MC Hammer and Eric Schmidt, the former CEO of Google ...

Reader of the Week: Wendy Fewkes
St Marys-Mt Druitt Star

My biggest fashion faux pas was: MC Hammer pants. I wish I hadn't: Lost my dad this year. My earliest memory is: Fishing with my dad on his boat.

MONITORING – NUTSHELLMAIL

The screenshot displays the NutshellMail interface, which is a social media monitoring tool. At the top, there's a navigation bar with links for Settings, Help, Feedback, and Tell a Friend, along with a button to Get Latest Messages. Below this, a section for New items shows 12 Facebook items and 24 Twitter items. The main content area is divided into sections: a Facebook section with a summary of 27 new fans, 9 new likes, 521 page views, and 3 new comments; a My Status section with a post from Constant Contact; a My Posts section with a post from Constant Contact; and a list of fan comments. The interface is annotated with three callout boxes: one for tracking page insights, one for reading fan comments, and one for replying from the inbox.

NutshellMail
from Constant Contact

Settings Help Feedback Tell a Friend
Get Latest Messages

New items: 12 24

facebook 27 New fans 9 New likes
521 Page views 3 New comments

Track your Page Insights

My Status
Constant Contact As back-to-school time is upon us, do you have plans to learn anything, change anything, grow anything or do more/less of anything to drive your business or org? What is the fall bringing for you?

My Posts
Constant Contact Tell us the social network you prefer. Obviously Facebook is one of them if you're reading this :-)
Constant Contact Support Blog: Poll Question: What social media networks do you use?
supportconstantcontact.blogspot.com
Even if you are still sampling the social media marketing landscape, you probably have an idea of what you like. So what are your favorites?

Sep 2, 9:49 AM

Corissa St. Laurent Facebook and LinkedIn – also love YouTube!
Sep 2, 12:12 PM

LisaMarie Dias My FB Business Page, Twitter and Linked In for work (in that order) FB personal for family and friends (and I do NOT like to find marketing there!)
Sep 2, 12:15 PM

Comment Like Share Reply to Wall

Reply from your Inbox

Sign up for a Free

NutshellMail Account.

www.nutshellmail.com

facebook

twitter

You Tube

Linked in

yelp

foursquare

MONITORING – SPROUTSOCIAL

sproutsocial

FEATURES

PRICING

CUSTOMERS

ABOUT

1.866.878.3231 LOG IN

The screenshot displays the Sprout Social dashboard interface. The top navigation bar includes the Sprout Social logo and links for Home, Messages, Feeds, Publishing, Discovery, and Reports. A search bar and a 'Compose' button are also present. The main content area is divided into several sections:

- GROUP TRENDS** (Across Sprout Social's Twitter and Facebook accounts, May 14, 2013 - May 21, 2013):
 - Incoming messages: 198
 - Sent messages: 118
 - New Twitter Followers: 8,674
 - New Facebook Fans: 345
 - Response Rate: 78%
 - Average Response Time: 25min
 - 1.3k INTERACTIONS BY 1.3k UNIQUE USERS
 - 4.9m IMPRESSIONS
- AUDIENCE DEMOGRAPHICS** (Across Sprout Social's Twitter and Facebook accounts):
 - TWITTER FOLLOWERS**: 55% MALE FOLLOWERS, 45% FEMALE FOLLOWERS. A horizontal bar chart shows age distribution from 13-20 to 55+.
 - FACEBOOK IMPRESSIONS DEMOGRAPHICS**: 47% MALE, 53% FEMALE. Two pie charts show gender distribution, and a horizontal bar chart shows age distribution from 13-17 to 55+.
- STUFF TO DO**:
 - GO TO INBOX
 - VIEW MY TASKS
 - VIEW REPORTS
- PROFILES** (connected to Sprout Social): Displays avatars for connected accounts.
- TEAM MEMBERS** (managing Sprout Social): Displays avatars for team members.

RESOURCES – DISCOUNTED

LINKS



Wix - Website Builder

www.bitly.com/wix-piedmontave



Wordpress.com - Website Builder

www.wordpress.com



Constant Contact - Email and Engagement Marketing

www.bitly.com/constantcontact-piedmontave



vCita - Appointment Scheduler and Invoicing

www.bitly.com/vcita-piedmontave



FullCalendar - Event Promotion

www.sfbayarea.fullcalendar.com



Nutshell Mail - Social Media Organizer

www.nutshellmail.com

9

Key Areas of Social Media

1. Website & Blog
2. Online Directories
3. Review Sites
4. Social Networks
5. Micro Blogging
6. Rich Media
7. Mobile Apps
8. Industry Specific
9. Event Promotion

