

# WHAT ARE YOUR BUSINESS GOALS FOR SOCIAL MEDIA?

Entrepreneurs share their reasons for getting social

UPCOMING

**FEB. 10:**  
**SMALL BUSINESS TUESDAYS: FINANCING YOUR SMALL BUSINESS**  
 Join Futurpreneur as they discuss various financing options for entrepreneurs of all ages and sectors  
 ■ Where: Central Library (616 Macleod Tr. SE)  
 ■ When: 6:30 p.m. to 7:45 p.m.  
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**FEB. 12:**  
**INNOVATE CALGARY PRESENTS: NEW TECH MEETUP**  
 Engage with the Calgary startup community and learn about the latest tech and tech companies  
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 ■ Admission: Free. Register at [meetup.com/New-Tech-Meetup](http://meetup.com/New-Tech-Meetup)

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CAPITAL QUESTION

## What have you done to increase your customer base?



**ATB Business™**

A business doesn't survive without growing, and that means expanding the market for your goods or services. With that in mind, **Wellington Holbrook**, executive vice-president of ATB Business, would like to hear from you:

**What have you done to increase your customer base?**

You can answer the question in two ways: Open today's Capital Ideas email if you're a member or visit [capitalideascalgary.com](http://capitalideascalgary.com).

We'll publish the best answers, along with your business name and website address, on Feb. 12. For more great information on what business owners in Alberta think, visit [atb.com/businessbeat](http://atb.com/businessbeat).

# CAPITAL IDEAS

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Vince Fowler, head coach at Vested Interest Group ([vestedinterestgroup.com](http://vestedinterestgroup.com)), says he has three business goals for social media. "I want to create and generate awareness, which starts by proactively and purposely connecting with others and looking for opportunities to mutually serve one another. My other goals are to build influence... and earn business. I've learned that when one puts the needs of others first, the result leads to credibility and trust — the two key ingredients to earning business or a referral." PHOTO SUPPLIED BY: VINCE FOWLER



"After formalizing a new partnership under the Workplace Fairness Banner, we want to get the word out. Using Twitter and LinkedIn to reach new organizations who want to be proactive with how they manage conflict is our goal. My colleague, Marjorie Munroe, also blogs on a regular basis, which helps businesses understand the work we do and how they can use our skills around facilitation, mediation and conflict coaching."

Michelle Phaneuf, Alberta co-director at Workplace Fairness, [workplacefairness.ca/wfi\\_alberta.html](http://workplacefairness.ca/wfi_alberta.html)



"At William Joseph, our social media goals are to educate, inspire and engage. We share lessons we have learned and articles we value. We showcase our clients' work and their results. We ask questions, run contests and encourage debate. The agency world is where creativity with purpose comes to life, and we use social media as a window into our world."

Ryan Townend, CEO of William Joseph Communications, [williamjoseph.com](http://williamjoseph.com)



"I strive to create conversation and connection. I love being accessible to my clients when they need me. They can ask questions and receive support from my online community. It is my primary method for expanding the reach of my message."

Amanda MacIntyre, founder of Rebel Health Coach, [rebelhealthcoach.com](http://rebelhealthcoach.com)



These answers were in response to a question posed by **Shawn Alain**, president of Viral in Nature ([viralinnature.com](http://viralinnature.com)). Here's his take:

"For most of our clients, the obvious goal is to get more sales. Social media is the perfect platform for this because it's all about building relationships and people would rather buy from someone they know and feel connected to. But there are many other goals than just sales: customer service, recruiting talent, better Google results, reputation management and crisis communication."

Got a burning business-related question of your own? Visit [capitalideascalgary.com/ask](http://capitalideascalgary.com/ask) to submit your questions, and we'll ask our expert community to weigh in.



"Don't get caught up with trends or waste precious company bandwidth doing anything on social media that doesn't make your business more successful... The key is to find ways to leverage social media to engage with people. Great customer engagement will build your audience over time, but businesses need to understand that this is an ongoing process."

Michael Tighe, president of Solid Site Inc., [asolidsite.com](http://asolidsite.com)



"Social media is an integral channel for our business development. Over the coming months, we'll get to the point of clearly understanding our ROI based on the total expense of building commercially distinct content, engaging with targeted users via social media (especially LinkedIn), and converting those opportunities to revenue. It's a model I've used before in B2B applications and it works very well."

Scott Valentine, president of Vivametrica, [vivametrica.com](http://vivametrica.com)



"I want to use social media as a platform to spread awareness around my industry, which is CRM support. Social media allows me to share tips, tricks and articles that may be of use to others seeking to hone their CRM processes. Social media also allows me to connect with industry experts and stay on top of industry trends."

Jackie Appleby, owner of Diligent Assistant, [jackieappleby.ca](http://jackieappleby.ca)



"We have a social CRM in place in order to have a 10,000-foot view of who we are interacting with in real time. Our goal is to educate, inspire and be a thought leader. Being a B2B brand, social media is a great tool to directly reach decision makers and brand advocates. We also monitor social media inbound traffic to the website and other KPIs, like Klout scores, CTR and advanced analytics to simplify the complex data sets."

Peter Hart, project manager at Rapid Boost Calgary, [rapidboost.ca](http://rapidboost.ca)



"We will continue to bond with our customers, share with our community and engage with our readership. It is by far the perfect tool to share your personality and brand with new and existing customers. People like to do business with people they know; through the power of genuine posts that simulate your personality, this is achievable."

Lois Jones, CEO of Here's the Scoop, [heresthescoop.com](http://heresthescoop.com)



"My name is my brand — literally. I use my social media channels to showcase the real me... and spend little time 'selling' and actively promoting my company. I love to engage with others, and the conversations started there often turn into business, which is the end result I look for. I also love networking, so live-tweeting is something I really enjoy which also brings exposure to my business."

Brad Celmains, owner of Brad Celmains Consulting, [bradcelmainis.com](http://bradcelmainis.com)



"My goal is to continue to grow a global community that can be leveraged when there is great information to share. Social media is the best tool for reaching the world and spreading positive, professional messages... I use it as a part of my sales funnel, but more importantly, I use it to help others whenever I can. In my professional networks, I know amazing people who can always come to the aid of my online community, and I'm happy to help whenever possible."

Trina Lo, social media marketer at FreshInk Communications, [freshink.ca](http://freshink.ca)



"It's funny, we're so focused on helping our clients utilize social media that we often leave ours unattended. In 2015, we're jumping back on social full throttle, first by better understanding our audience, then by actively sharing relevant information and original content, connecting with new people, humanizing the brand and building trust across a few different platforms."

David Wald, founder of Social Sesame Inc., [socialsesame.com](http://socialsesame.com)



"We don't use social media to sell, but rather, we share content that our followers will find interesting, thought-provoking and relevant."

Kris Hans, strategist at Market Grade Ltd., [marketgrade.com](http://marketgrade.com)



"For 2015 we have four business goals for social media: To raise awareness of our brand; to drive more traffic to our website; to increase conversion rates; and to use it as a product innovation hub. So many great ideas are shared on social media, that if built right, could be a killer app!"

Ryan Hnetka, founder of App Guys Inc., [appguys.ca](http://appguys.ca)