

Is your business social enough?



CAPITAL IDEAS

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Capital Ideas members were asked if their business is social enough. Here's what members of our community of Calgary business owners helping business owners had to say:

“Our business is very active on social media. We have a public Facebook group for Redcliff Pharmasave with many followers and a highly engaged community, Twitter, LinkedIn, and personal Facebook accounts that direct people to what our business is doing. We encourage clients to contact us through social media and then try to convert that interaction into an in-store loyal customer. Our clients love having access to a person to answer questions at all times and they don't have to go through a lengthy voice recording to talk to someone!”

— *Melissa Hozack (@mhozack (<http://twitter.com/mhozack>)), pharmacist and owner of Redcliff Pharmasave 304 (<http://redcliffweightloss.com>)*



Melissa Hozack, pharmacist and owner of Redcliff Pharmasave 304. *SUPPLIED*

“The short answer would be no. I don't think we can be 'social enough' for a business. We can always do more to engage our audience and build

relationships. But quality relationships do take time, something we never seem to have enough of. With more scheduling and the right strategy we can all make time to be the best we can be on social media and be there to serve our clients. I think all businesses need to realize this is no less important than having a customer service representative that answers phone calls and emails. It's critical for customer care and we have to take it seriously. By that I do not mean overloading existing staff and adding this responsibility. Hire professionals to work with and train the right full time employee."

— *Trina Lo (@freshinkmarket (<http://twitter.com/freshinkmarket>)), CMO of FreshInk Communications (<http://freshink.ca>)*

"You don't know what you don't know, so hiding behind social media and hoping it will advance your company is not enough. Calgary is a great place to get social; business owners should be taking advantage of it. It may not directly provide business but the connections you can make, and the relationships you can build face-to-face, are what really count. The biggest advantages of getting social in person is what you learn and what you offer to your network. Through social functions, we have met trainers we have hired or would like to, learned much more about how to use social networking and other tools and gained general business and area knowledge. You need to get out from behind your computer and get connected in person."

— *Merri Lemmex, managing partner, operations at Lemmex Williams Training Inc. (<http://lemmexwilliams.com>)*

"I do my best to use as many platforms as comfortable. I manage (accounts on) Facebook, Instagram, Twitter, LinkedIn, YouTube, Periscope and Blab. The problem with social media is it can easily take up all my time if I don't use automation tools and a virtual assistant to help control the workload."

— *Kim Orlesky (@kimorlesky (<http://twitter.com/kimorlesky>)), owner of Kim Orlesky Life Coach Inc. (<http://kimorlesky.com>)*

"Finding a balance between social and mainstream media is always a challenge. To find the answer, my suggestion is to market test the tools you are using. Our company is fully integrated. For example, when I do



Kim Orlesky, owner of Kim Orlesky Life Coach Inc. *SUPPLIED*

radio or TV interviews about marketing we upload the files to SoundCloud or YouTube. Then we promote them with links through Twitter, broadcast e-news, LinkedIn and Facebook. I often write new blog posts based on new things I've said during interviews. With clients, we upload newspaper, radio and TV ads to their social media platforms and promote the heck out of them. Media interviews have come because of articles I've written for our blog, Brandit. The various

forms of media work together to create synergy.”

— *Robyn Braley (@roblyntbraley) (<http://twitter.com/roblyntbraley>)*, president of *Unimark Creative (<http://unimarkcreative.com>)*

“I balance traditional and social media marketing to create a complete solution. You need to understand your market profile and who you want to attract to your business. It’s easy to spend your hard earned dollars attracting the wrong customers.”

— *Mike Chartrand (@alaptopshoppe) (<http://twitter.com/alaptopshoppe>)*, owner of *A Laptop Shoppe Corp. (<http://alaptopshoppe.com>)* and *SOS Computer Services (<http://soscalgary.com>)*

“You can never be too social but don’t spread yourself too thin. Think about picking one social media channel for your business and doing it well. Engage your followers by being consistent and focused.”

— *Kris Hans (@krishans*
(<http://twitter.com/krishans>)),
strategist at Market Grade Ltd.
(<http://marketgrade.com>)

“Today’s business needs to include social media in its marketing strategy. Social media allows a business to create brand awareness while establishing trust and building relationships. Through social media a business has the unparalleled opportunity to address customer service issues quickly and efficiently. It’s imperative to know your audience and engage with them on the social media channels they frequent. Be selective and focus on quality of posts versus quantity. A business can share content and educate its audience on its products and services; however, promotion should never be the sole purpose of a social media presence. Social media provides an excellent opportunity to educate and engage while driving traffic to your website.”

— *Christine Salberg (@innov8iveplanit* (<http://twitter.com/innov8iveplanit>)),
founder of Innovative PlanIt (<http://innovativeplanit.com>)

“I’m unconvinced of the value of social media outside my professional associations and organizations. My lawyer and accountant both do not use social media.”

— *Gary Agnew, founder of Gary D. Agnew Behavioural Investment and Risk Counselling*

“Be genuine, realistic, truthful and still remain interesting to your target customer segment. That’s how you should build your social media reputation.”

— *Avneesh Kumar (@thethinktech* (<http://twitter.com/thethinktech>)),
president and CEO of Think Tech (<http://thethinktech.com>)

*These answers are in response to a question posed by **Wellington Holbrook** (@wellington_atb (http://twitter.com/wellington_atb)), executive vice-president of ATB Business (<http://atb.com>). Here’s his take:*

“No. Unless you’re Apple, Google, Twitter or a similar namesake, chances

are your business could benefit from capitalizing on social media — or at least taking it to the next level. There really isn't a limit to the potential that social media can bring to your business. You just simply can't do enough because there's always a new frontier to explore and exploit in promoting your business."



Wellington Holbrook, executive vice-president of ATB Business. *SUPPLIED*

Get Involved!

Answer our next question: **What's your favourite tool to close the deal?**

Submit your answers at the Capital Ideas website (<http://capitalideascalgary.com/home/latest-question/?source=CH1001>) by Monday, March 7. We'll publish the best answers, along with your business name and website URL, in the Calgary Herald (and here!) on March 10, 2016.

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