

CAPITAL IDEAS

ON SCENE:

How does your business use social media?

Entrepreneurs share how they build their online brand presence



Darlene Hull of HotSpot Social Media (HotSpotSocialMedia.com) says social platforms can be instrumental in building a brand. “We use social media primarily to expand our reach and increase brand awareness. We also use it to gain new clients and subscribers through specifically targeted ad campaigns.”

Photo by Alexandra Danae Photography



“We use social media to advertise last-minute appointments, skin- and nail-care tips, promotions, and interesting articles and tips. Our new reward program integrates seamlessly with Facebook and Twitter — clients can earn reward points for sharing their experience at our salon through social media. We also use it to ask questions about what services customers would like to see added to the menu and what their thoughts are on existing services. This helps us make great decisions.”

— **Jackie Appleby** of Primp & Polish Beauty Boutique — primpandpolish.ca



“We use social media to help provide our community with the online tools, connections, resources and opportunities they need to grow their business. We engage our community through the use of Facebook and LinkedIn groups, collaborative Pinterest boards, tweet chats and Google+ hangouts for business learning webinars. Social media is responsible for the majority of our lead generation, and goes a long way in our relationship building.”

— **Heather Broad** of Entrepreneur Mom Now Calgary — entrepreneurmomnow.com/calgary



“My business uses social media to provide tips and strategies for my followers. We also use it to provide motivational quotes and inspiring stories to help people Get It Together!”

— **Sheri Bruneau** of Get It Together — gityyc.com



“I use social media to notify customers of monthly specials and personal specials I have for the month or that week. I also use social media to promote trade shows and craft fairs that I am attending.”

— **Whitney Chan** of Steeped Tea — mysteepteatea.com/whitney



“We try to be present and be our authentic selves every chance we get. We are in the personal branding age, and that means everybody has the important job of defining and maintaining their own personality. Authenticity communicates from the heart, so we talk about the things that really matter to us and how can we help others doing the things we are passionate about. If we need advice or support, we are not scared to ask for it.”

— **Maya Corona** of Ink Ocho Studios — inkochostudios.com



“As I moved my business across this country four times, social media was a critical communication tool. I could advise my clients about where we were going, how long we'd be down, and when we were ready to resume operations. My clients have stayed loyal because they felt involved.”

— **Dana Goldstein** of Chicflicks — chicflicks.ca



“I use a program called bufferapp.co, which allows you to set up a whole week's worth of postings. It gives you suggestions and analytics, and you can post to all social media platforms. It's so easy to use.”

— **Eileen Head** of Life Equations Consulting Ltd. — eileenhead.com



“I use social media to let my customers and potential customers know about deals, new arrivals and special events that are going on.”

— **Deanna Jones** of Park Lane Jewellery — myparklane.ca/deannajones



“My business uses social media to connect with existing and potential clients. Giving healthy recipes, lifestyle tips and an education platform for the functional diagnostic nutrition business.”

— **Maryann Penney** of Your Best Life — maryannpenney.com

UPCOMING:

JUNE

13-15

Hacking Health Calgary

Technology creators and health-care professionals collaborate
When: Friday, 5 p.m. to Sunday, 5 p.m.
Where: University of Calgary, Foothills Campus (3330 Hospital Dr.)
Admission: \$25 to \$500. Details at hh-calgary.eventbrite.ca.

JUNE

16

Entrepreneur Moms June Networking Meet-Up

Business moms share ideas, collaborate and support each other
When: 6 p.m. to 8 p.m.
Where: Moxie's Restaurant (10606 Southport Rd. SW)
Admission: Free. Details at entrepreneurmomnow.com/calgary.

JUNE

17

Chic Geek Movie Night

An event for the startup community, hosted by Chic Geek and Startup Calgary
When: 7 p.m. to 9 p.m.
Where: Plaza Theatre (1133 Kensington Rd. NW)
Admission: \$15 to \$20. Details at thechicgeek.ca/events.

JUNE

17

Great Cities

A discussion of the benefits of regional transportation planning for business
When: 11:30 a.m. to 1:30 p.m.
Where: University of Calgary, Downtown Campus (908 8th Ave. SW)
Admission: \$20 to \$30. Details at calgarychamber.com

JUNE

19

Business After Hours

A summer solstice networking barbecue hosted by SkyFire Energy
When: 5:30 p.m. to 7:30 p.m.
Where: SkyFire Energy (4038 7th St. SE)
Admission: \$10 to \$30. Details at calgarychamber.com

Have an event that Capital Ideas should know about? Contact us at hello@capitalideascalgary.com.



“We use social media to promote the educational tips found in our magazine and BlogTalkRadio show, Work ON Your Business Radio.”

— **Christina Rowsell** of Brighter Business Empower Inc. — brighterbusinessempower.com



“Social media is a fantastic avenue through which I share information, engage with my audience and add personality to my brand. While some posts feature my design work, they also serve to promote the businesses for which the work was completed. Twitter's appealing ‘micro-blogging’ format allows me to recycle blog post links consistently, which drives regular traffic back to my site. Social media is essential to successfully marketing your business.”

— **Jaime Wedholm** of Jaime Wedholm Graphic Design Solutions — jaimewedholm.ca

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What's the key to making a good pitch?



“Do your research, and never go into a sales meeting blind. Always be sure to dig deep and clearly understand what they are looking for, so that your pitch matches their needs and shows them the only path is with you.”

— **Natalie Blais** of Natalie Blais Consulting Inc. — NatalieBlais.com



“The key to any good pitch is to position it in the context of your listener's immediate interests. Practice will help you establish their immediate focus, and often this leads to an opening for you to segue into your product or service pitch. This takes practice, and with practice you will learn to make your pitch without being overtly obvious. Being a good casual conversationalist helps. Strike up a conversation with a stranger and practise moving into your pitch. You never know where you'll end up, but you'll have fun learning.”

— **Dan Giurescu** of Caledonia Solutions Inc. — caledoniaenvironmental.ca



“A great pitch is one that combines a solution or provides a service to the customer's wants or needs. In my business, I provide a solution to the customer's needs for the perfect baby shower gift. I pitch the idea that I will create the perfect gift at an affordable price point. Handmade, personalized, wrapped and ready to be gifted, making it a one-stop shop for the exceptional baby gift. Every customer has a need; a perfect pitch should solve that need.”

— **Valery Klassen** of Sun 7 Designs — sun7designs.com



“A great pitch delivers a message shaped around the audience's interests. For example, when pitching to investors, start with the team that can grow the company, present the market you will be growing into, and describe your products' benefits. When pitching to customers, the order changes substantially: They are interested in the product that will ease their pain, how trendy the product is, and who will implement and provide support for the product.”

— **Daniela Ostoi** of Fronitech — fronitech.com

Answers to both these questions were collected from Capital Ideas members. For your weekly opportunity to share your business advice the way these members have, join us at capitalideascalgary.com.

Questions? Contact us at hello@capitalideascalgary.com