

NO MORE WIMPY NETWORKING!



Driving Opportunities through Connections



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Ideas & Results

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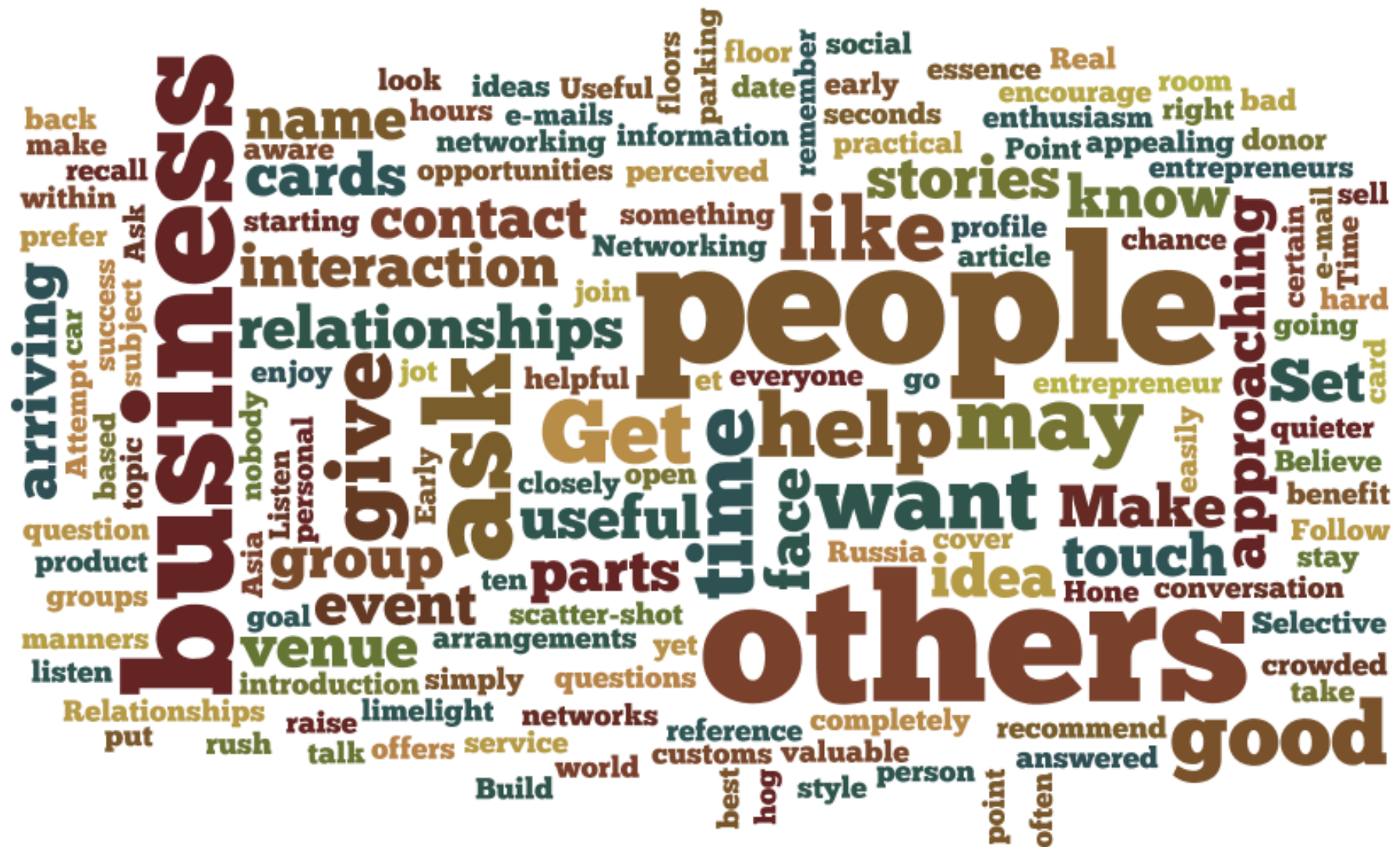
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Basics of Business Growth



What is “Networking” Exactly?



Evaluate Your Opportunities

Direct or indirect referral - they had a specific need and were referred to you through someone in your network

Network referral - before they had a need, you were introduced through a mutual contact and they became part of your network

Self referral - you met them independently at an event, on-line or in the community

Marketing response - they contacted you based on an ad, flyer, web search, newsletter or other marketing piece

Reputation response - they came looking for you based on what they heard and/or read about you in the industry



Understanding Your Audience

Who do you want to communicate with?

What are their needs?

Where do they go now for information?

How Can You Help?



Potential Clients
Vendors / Partners
Future Employees
Referral Makers



Find Your Balance

Meet-and-Greets

Contact Management

Community Events

Consistent Follow-Up

Social Media Connections



Take the “Work” Out of Networking

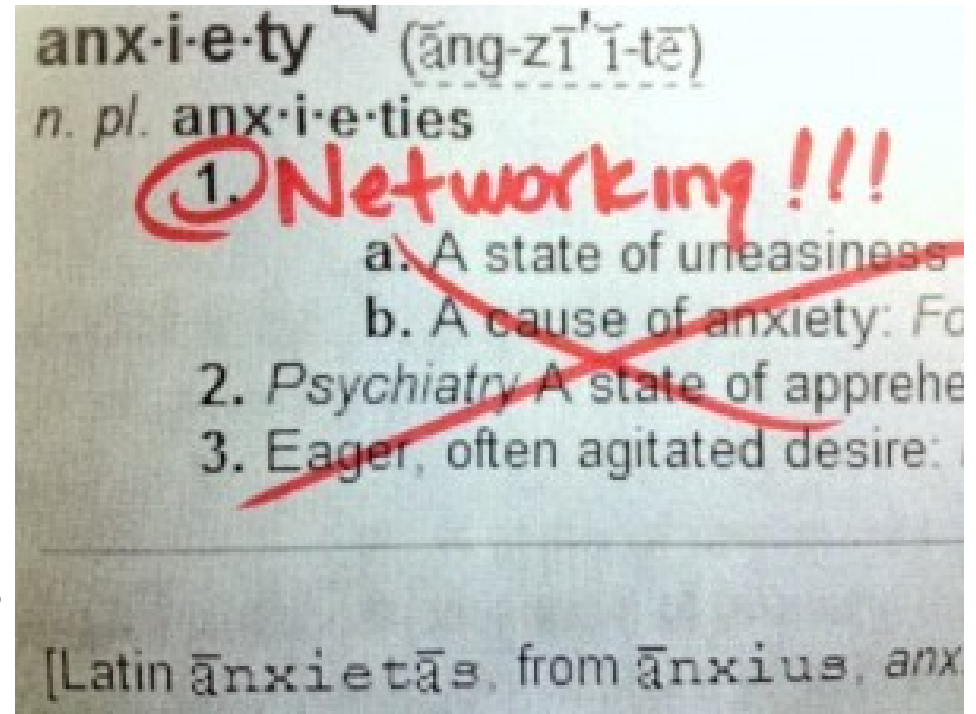
Break out of Your Shell

Ask Questions

Be Straightforward

Know your “Elevator Pitch”

Be Open to Building Your Network



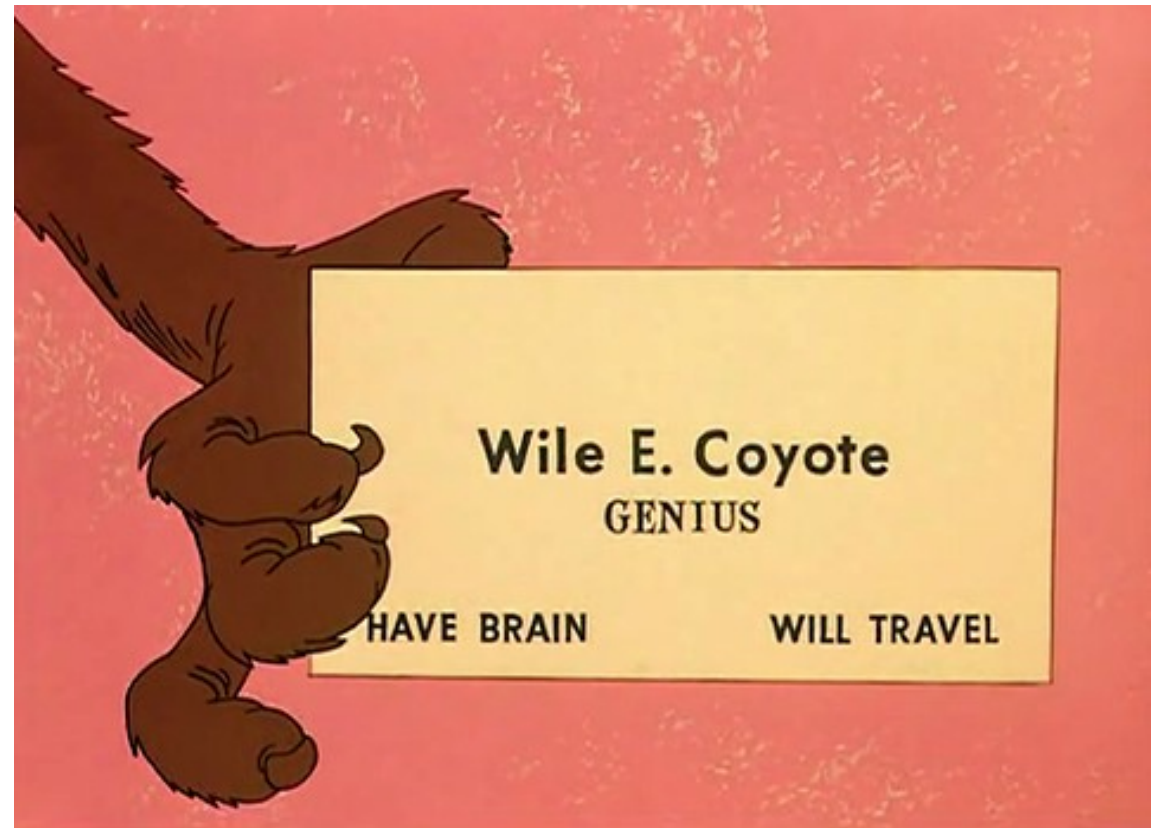
Confidence, Confidence, Confidence

Conversations are Free!

You are a Professional

Get Involved

Stay Positive



Old Fashioned Follow-Up

Stay in Touch with New Contacts

Reconnect with Existing Contacts

**Be on the Tip of the Right Tongue
At the Right Time!**

Networks are People too



Social Media Basics

Think “Community” not “Competition”

Be Relevant, Be Consistent

Use the 3:1 Rule

Pictures, Please!

Videos, Links &
Interaction



845 MILLION ACTIVE USERS

facebook



ADDITIONAL DATA:

Average Friend Count:
130

Average Daily Visits On Mobile:
200 Million

Average Visits Per Month:
40

Average Visits On Site Per Month:
23:20 Minutes Per Visit

GENDER:

- Male
- Female

AGE:

- 0-24
- 25-34
- 35-44
- 45+

EDUCATION:

- Less Than HS Diploma
- High School
- Some College
- Bachelor's Or Graduate Degree

HOUSEHOLD INCOME:

- \$0 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

Source: "A Case Study in Social Media Demographics" May 8, 2012, <http://www.onlinemba.com/blog/social-media-demographics/>



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150 MILLION REGISTERED USERS



GENDER:

- Male
- Female

AGE:

- 0-24
- 25-34
- 35-44
- 45+

EDUCATION:

- Less Than HS Diploma
- High School
- Some College
- Bachelor's Or Graduate Degree

HOUSEHOLD INCOME:

- \$0 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

ADDITIONAL DATA:

LinkedIn For Business Growth:
64% Of Users

Use LinkedIn For Business Purposes:
3 Out Of 4 Users

Companies On LinkedIn
2 Million

Average Time On Site:
8:00 Minutes Per Visit

Source: "A Case Study in Social Media Demographics" May 8, 2012, <http://www.onlinemba.com/blog/social-media-demographics/>



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127 MILLION ACTIVE USERS

Twitter

ADDITIONAL DATA:

Online Tweeters:
13% Of Online Individuals
Use Twitter

Tweeters On Mobile:
54%

Tweet At Least Once A Day:
36%

Average Time On Site:
11:50 Minutes Per Visit



GENDER:

- Male
- Female

AGE:

- 0-24
- 25-34
- 35-44
- 45+

EDUCATION:

- Less Than HS Diploma
- High School
- Some College
- Bachelor's Or Graduate Degree

HOUSEHOLD INCOME:

- \$0 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000+

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Trust in the Ripple Effect

everything is marketing
your job is marketing
your product is marketing
your dog is marketing
your mother is marketing
your daddy is marketing



hugh



Where to Start

Linked In - Groups & Events

Chamber of Commerce

Retail Merchant's Association

Times-Dispatch Metro Business

Connect Richmond - non-profit groups

Richmond Women's Network

Alumni Groups

Social Events & Benefits

Other Industry Associations

