

SOCIAL MEDIA MARKETING FOR ECONOMIC DEVELOPMENT PROFESSIONALS

Jim Mooney
DeSCo
May 15, 2012

Today's Agenda

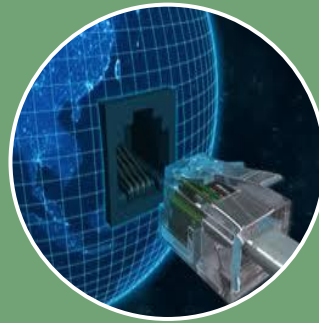
- Discuss Trends in Marketing
- Look at Optimizing Each Tool
- Execute a Campaign
- Summarize and Conclude

The Evolution of Marketing



Traditional

Print Ads
Direct Mail
Telemarketing
Trade Shows
Trade Missions



Web Page



Social Media

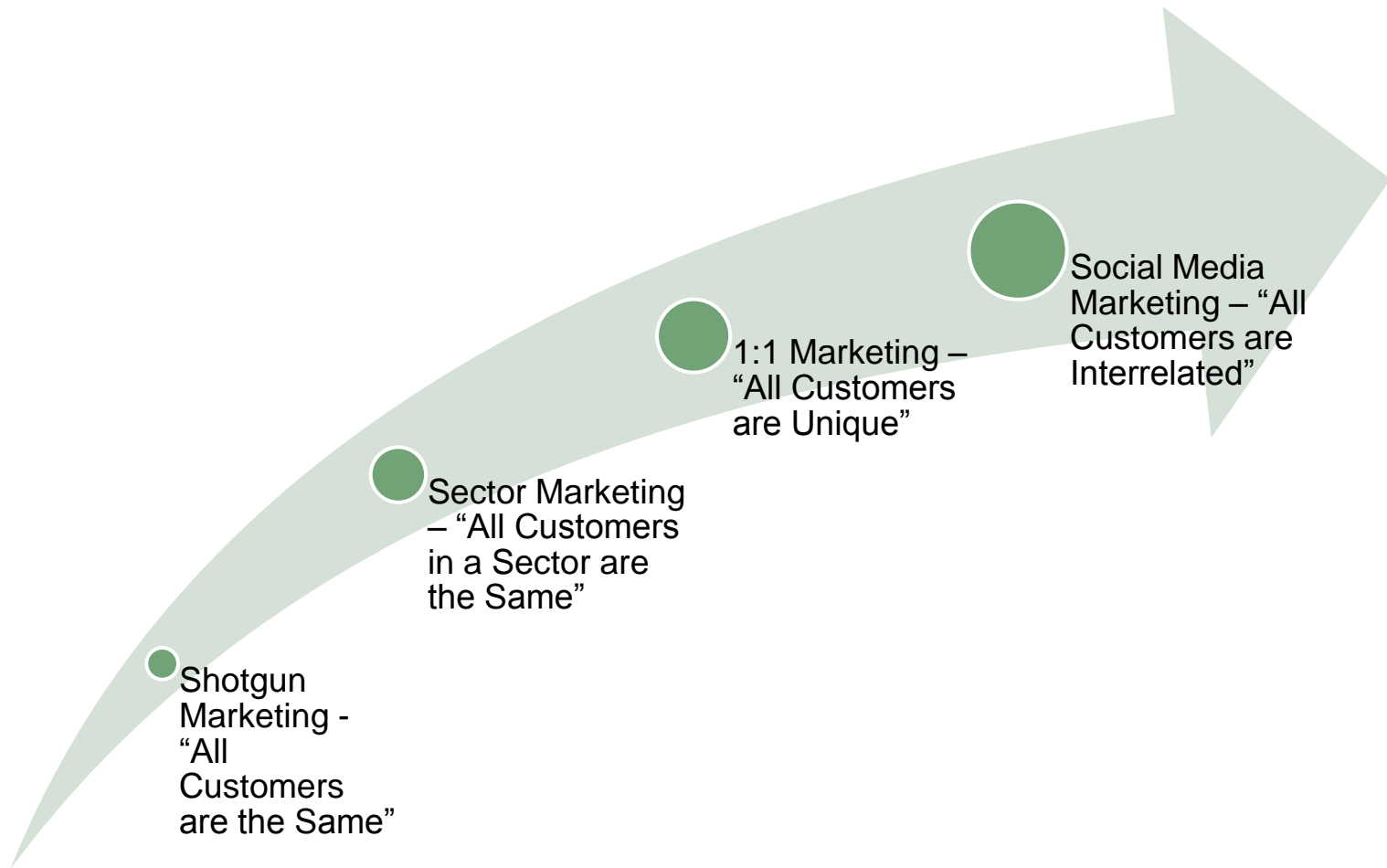
LinkedIn
Facebook
Twitter
YouTube

Expensive

e

“Free”

The Evolution of Marketing



What is Social Media?

Thanks Social Media Institute

□ SMM is . . .

- Social Networks
- News and Bookmarking
- Blogs
- Microblogging
- Video/Photo Sharing
- Message Boards
- Wikis
- Social Gaming
- Podcasts
- Real Simple Syndication (RSS)
- Social Media Press Releases

Most significantly, SMM is user content driven instead of corporate driven. Possibly the greatest paradigm shift is that control is in the hands of the users and not in the hands of the providers.

Use Social Media To

Increase Exposure to:

- ❑ Support your brand
- ❑ Convert lookers to investors
- ❑ Reinforce credibility
- ❑ Create support for campaigns
- ❑ Improve search engine productivity

SMM gives you a direct pulse on the perspective that the market feels about your product or services.

Expand Reach to:

- ❑ Create strategic partnerships
- ❑ Identify and recruit influencers
- ❑ Gain competitive intelligence
- ❑ Gain industry information
- ❑ Distribute your message to many; FAST

Trends in Social Media Marketing

- Social Media is the fastest growing sector of the Internet with . . .
 - 73 % of active online users using a blog
 - 45% have started their own blog
 - 39% subscribe to an RSS feed
 - 55% have uploaded photos
 - 83% have accessed web based videos

Power Houses

The Big Four (unique monthly visits)

- YouTube
(90,000,000,000)
- Facebook
(750,000,000)
- Twitter (250,000,000)
- LinkedIn (110,000,000)

The Rising Star(unique monthly visits)

- Pinterest
(15,500,000)

LinkedIn

LinkedIn  Account Type: Basic | Upgrade ▼ Jim Mooney Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Advanced

Grow Your Business. Email Marketing/eNewsletters/Social/Autoresponders. Start Free Today.

 Share an update

[Attach a link](#)   [Share](#)

LinkedIn Today: See all Top Headlines for You

When Choosing a Job, Culture Matters






Pirates Off Silicon Valley! 133 Startups to Live on This Rogue



Intelligence Is Overrated: What You Really Need To Succeed



People You May Know

-  **Joan Herron**, President at HERRON CONSULTING LTD. ×
[Connect](#)
-  **Daniel Domezich**, Chair of Federal Tax Controversy Practice at Winston & ×
[Connect](#)
-  **Nancy Murray**, Director of Procurement Valparaiso University ×
[Connect](#)

[See more >](#)

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Recent · Top · 



Jeff Finkle is now connected to **Karen Hensley-Chelstowska**, National Director - European Incentives

[Send a message](#) · 1 minute ago



David Koenig is now connected to **Mark Redmond**, park ranger/children's writer/editor/speaker at Yogi Bear's Jellystone Camp Resort

[Send a message](#) · 22 minutes ago



Tim Scannell April 30th: What is the costliest fruit? You guessed right if you said Apple.
<http://lnkd.in/qmVEDT>

<http://lnkd.in/FJ3iRU>

[Like](#) · [Comment](#) · [Send a message](#) · [Share](#) · 52 minutes ago



Do business fast on the nation's fastest mobile broadband network.

Who's Viewed Your Profile?

8 Your profile has been viewed by 8 people in the past 30 days.

10 You have shown up in search results

Optimizing Linked In - News

The screenshot shows the LinkedIn homepage in a web browser. The browser's address bar displays 'http://www.linkedin.com/home#'. The LinkedIn navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. A dropdown menu for 'News' is open, showing options for 'LinkedIn Today', 'Saved Articles', and 'Signal'. The 'LinkedIn Today' section features three article thumbnails: 'When Choosing a Job, Culture Matters', 'The End of Cheap China: World must adjust to new reality', and 'Pirates Off Silicon Valley! 133 Startups to Live on This Rogue'. Below this is the 'All Updates' section, which lists recent connections between users. On the right side, there is a 'People You May Know' section with three suggested connections and an advertisement for AT&T mobility services. The browser's taskbar at the bottom shows various application icons and the system clock.

Optimizing LinkedIn - Updates

The screenshot displays the LinkedIn homepage in a browser window. The browser's address bar shows the URL `http://www.linkedin.com/home#`. The LinkedIn interface includes a navigation bar with options like Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is visible with 'People' selected. The main content area features a 'Join BUSINESS without BORDERS on LinkedIn for t...' update, 'LinkedIn Today' headlines, and a list of updates. A sidebar on the right shows 'People You May Know' and an advertisement for AT&T. The Windows taskbar at the bottom shows the time as 1:07 AM on 5/8/2012.

Optimizing LinkedIn – Community Page

[Fireside w/ Andrew Mason - Groupon founder with funding VC. Limited seats available. Register now!](#) From: Northwestern University

Companies > New York City Economic Development Corporation

Overview **Careers**



New York City Economic Development Corporation's mission is to encourage economic growth in each of the five boroughs of New York City by strengthening the City's competitive position and facilitating investments that build capacity, generate prosperity and catalyze the economic vibrancy of City ... [more](#)

New York City Economic Development Corporation has **1,234** followers

Follow

Share

Your Network (78)

Employees (314)



Senior Vice President

Josh Gelfman, Greater New York City Area

How are you connected? (1 shared connection)

2nd



Vice President

Nathan Bliss, Greater New York City Area

How are you connected? (1 shared connection)

2nd



Assistant Director

David Gilford, Greater New York City Area

How are you connected? (1 shared connection)

2nd



How you're connected to New York City Economic Development Corporation

0 First degree connections

78 Second degree connections

314 Employees on LinkedIn




Check out insightful statistics about New York City Economic Development Corporation employees »

Call 888-605-2431
for a free
consultation.

LEARN MORE

Optimizing LinkedIn – Community URL



Jim Mooney [Edit](#)
Owner, DeSCO
Greater Chicago Area | Management Consulting

[Edit Photo](#)

Current **Owner at DeSCO** [Edit](#)
[+ Add a current position](#)

Past [+ Add a past position](#)

Education Michigan State University
Keller School of Business

Recommendations [+ Ask for a recommendation](#)

Connections **103 connections**

Websites **Company Website** [Edit](#)

Twitter [+ Add a Twitter account](#)

Public Profile <http://www.linkedin.com/pub/jim-mooney/0/596/650> [Edit](#)

[Share](#) [PDF](#) [Print](#)

NEW Add sections to reflect achievements and experiences on your profile. [+ Add sections](#)

Summary [Edit](#)

Check out my web page at www.descosolutions.com

Specialties

Economic Impact Analysis, Finance, Feasibility, Strategic Planning, Market Definition, Creative Development, Campaign Execution, Capital Sourcing, Business Plans.

Experience

[+ Add a position](#)

[Improve your Profile](#)

[View profile](#)

[Ask for recommendations](#)

[Create your profile in another language](#)

65% profile completeness

Complete your profile quickly

 [Import your résumé to build a complete profile in minutes.](#)

Profile Completion Tips (Why do this?)

- [+ Add another position \(+15%\)](#)
- [+ Confirm your current position \(+5%\)](#)
- [+ Describe your current position \(+5%\)](#)
- [+ Add your skills & expertise \(+5%\)](#)



THE 2013 LINCOLN MKS

Intuitive Technology.
Now it gets interesting.

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Who's Viewed Your Profile?

Optimizing LinkedIn – Join Groups

Print Tools Help

Read mail Print Page Safety Tools Help Messenger Companion (Ctrl+Shift+C) Blog This Research Send To Bluetooth

LinkedIn Account Type: Basic | Upgrade Jim Mooney Add Connections

Home Profile Contacts **Groups** Jobs Inbox Companies News More

Your Groups (10) [Reorder](#) [Create a group](#)

- Your Groups
- Groups You May Like
- Groups Directory
- Create a Group
- Community Development in Michigan
- Economic Development 2.0
- Economic Development Network
- See all »

Economic Development [Join](#)

MSHDA [Join](#)

ED 2.0 [Join](#) [6](#)

Economic Development Network [Join](#) [2](#)

Economic Development Professionals [Join](#) [13](#)

Economic Gardening [Join](#)

Indiana Economic Development Association [Join](#) [7](#)

Groups Now on iPhone and Android.

Groups You May Like [More](#)

- S** Michigan State University Student Affairs Administration [Join](#)
- Michigan State University Advancement Employment Network [Join](#)
- 360** 360 Event Management [Join](#)

Add Mobility to All for Less and learn how to get a free smartphone. [GET IT NOW](#)

Facebook

Spokane Grapevine ~ Connecting Spokane

Spokane Grapevine
17,502 likes · 163 talking about this · 6 were here

SpokaneGrapevine.com

News/Media
A place for Spokane to gather as a community to share events, post blogs, post classified ads, and most importantly support our local community!

About Photos Contact Us Likes Tweet with us!

Highlights

Post Photo / Video
Write something...

Spokane Grapevine
19 hours ago

Recent Posts by Others on Spokane Grapevine See All

Spokane Area Metro Woman
Invite your friends and plan to join us this Friday and Sat...
2 · 6 hours ago

Spokane CDA Woman
Have you heard it through the Grapevine that we are ho...

Optimizing Facebook

□ **Facebook**

- Saturday- best day to share on Facebook
- Noon- most effective time to share on Facebook
- .5 per day – best sharing frequency

Twitter

The screenshot shows a Twitter search results page for the hashtag #food processing. The interface includes a top navigation bar with 'Home', 'Connect', and 'Discover' options. The search bar at the top right contains the text '#food processing'. On the left side, there are sections for 'Tweets', 'People' (with icons for various media outlets like FP, B&I Times, and others), 'Chicago trends' (listing hashtags like #CherryBerryChiller, #SongsToPlayWhileHavingSex, etc.), and a footer with the Twitter logo and copyright information.

The main content area is titled 'Results for #food processing' and shows a list of tweets. The first tweet is from ZAGAT (@Zagat), dated 21h, with a promoted status icon. The second tweet is from krONik (@krONik), dated 1h, with a video thumbnail. The third tweet is from Karen Messier (@KarenMessier), dated 6 May, with a video thumbnail. The fourth tweet is from Adventurocity (@adventurocity), dated 5 May, with a video thumbnail. The fifth tweet is from MichiganFarmBureau (@MichFarmBureau), dated 3 May, with a video thumbnail. The sixth tweet is from Karl Robold (@mkrpooh), dated 2 May, with a video thumbnail.

Results for #food processing

Tweets Top / All

Zagat @Zagat 21h
"Jeans worth staying thin for." Will you be quoted in our Chicago Shopping guide? Vote in our survey to win a prize — zagat.bz/JCGfrY
Promoted by Zagat
Expand

krONik @krONik 1h
No, not spices @EladrialSkeksls, the fish itself. I was **processing** it into mince and blew up two #food processors. Expensive night that was!
View conversation

Karen Messier @KarenMessier 6 May
USDA. Killing More Birds & Injuring More Workers: bit.ly/luNxcs
#chicken #food #meals #cruel #workers #abuse #injury #boycott #abuse
Expand

Adventurocity @adventurocity 5 May
Making sweet sticky #rice rolls in a village outside Ben Tre - #travel #vietnam #food #processing - ow.ly/aFwJW
View photo

MichiganFarmBureau @MichFarmBureau 3 May
Increasing market access thru transportation, #food processing, etc key 2 #MIAgPlan & growing #Michigan ag. See at youtu.be/Dx3E0pwwXQw
View video

Karl Robold @mkrpooh 2 May
#british #organic #farming is #virtual #reality made by the #british

Twitter Essentials



- Handle - @SarasotaNOW
- Follow – Staying informed on someone or something
- Replies – Conversations
- RT – Forwarded Conversations, i.e.
RT@Handle: Original Conversation
- Hashtags - #Twitter Categories

Twitter



- Twitter is a blog limited to 140 characters
 - Use Twitter to:
 - Promote your community
 - Share timely information
 - Spread useful links
 - Personify your brand
 - Build credibility and influence
 - Follow competitors
- Do:
 - Sound like someone knowledgeable about the community
 - Speak to the positive
 - Answer and pose questions
 - Announce news and updates
- Don't
 - Sound like a press release
 - Spam with constant links to your website, Facebook page, etc.

Optimizing Twitter

□ **Twitter**

- 5pm – best time to Tweet for re-tweets
- 1-4 per hour – most effective frequency of Tweets
- Midweek & Weekends – best days to Tweet
- Noon & 6pm – best time to Tweet for increase Click Through Rates

Optimizing Twitter



- <https://twitter.com/search>
 - Enter key word, i.e. “Ellensburg”
- <http://wefollow.com>
 - Enter key word, i.e. “Starbucks”
- <http://www.tweetdeck.com/>
 - Tweet management tool
- <http://www.tweetie.com/>
 - Subject tracking tool

YouTube

Search:

Browse | Movies | Upload

mooneyje@gmail.com

Browse channels

- My channel
- Videos
- Likes
- History
- Watch Later

Upgrade account

Subscriptions

Social

From YouTube

- Trending
- Popular
- Music
- Entertainment

more

Subscriptions
0 subscriptions

It looks like you don't have any subscriptions yet.
[Get started by adding channels](#)

Recommended

- Justin Timberlake on Ellen (Part 1)**
by Megami284
101,066 views
6:11
- The National Debt and Federal Budget Deficit**
by TonyRobbinsLive
156,003 views
19:40
- 10/15/2011 - Michigan State 28 Michigan 14**
by MSUAndyHRCMB
12,490 views
13:02
- Intro EKG Interpretation Part 2**
by imedicineman
241,227 views
10:22
- Complete Secrets to Success! How bad do**
by nilay01
35,355 views
14:21
- The Irish Pub by The High Kings**
by brendanheard
394,244 views
3:02
- EKG Training: Watching and Interpreting the**
by michelekunz
120,802 views
9:58
- Reading and Interpreting a 12-lead**

FC Barcelona - L'homenatge del Camp Nou a Guardiola
2 days ago
El públic del Camp Nou ha volgut rendir un sentit homenatge a Pep Guardiola en el seu 890,047 views
fcbarcelona uploaded
12:41

Why I make BIG ASS prints
6 hours ago
<http://froknowsphoto.com/wh...>
As of late it seems that people have forgotten 303 views
JaredPolin uploaded
3:55

ΧΡΥΣΗ ΑΥΓΗ ΟΛΟΙ ΘΡΩΟΙ
1 day ago

Reasons to use YouTube

- #2 search engine on the web
- 3 billion views per day
- 35 million searches per day on “How – To” videos
- Videos can provide a compelling measurable call to action
- 72% of marketers use video to educate views about products and services.

How to use YouTube

- Use purpose-driven videos with strong content that will resonate with views
- Integrate your video campaign with your social networks
- Make sure that you're using your keywords in the title of the video
- Drive your viewers to take the next step

YouTube Community Site

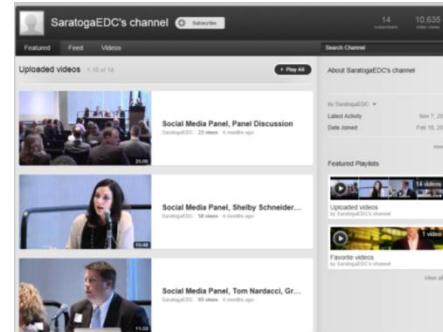
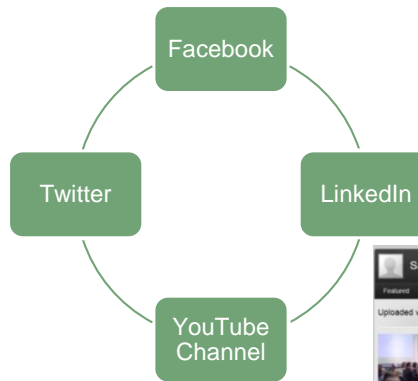
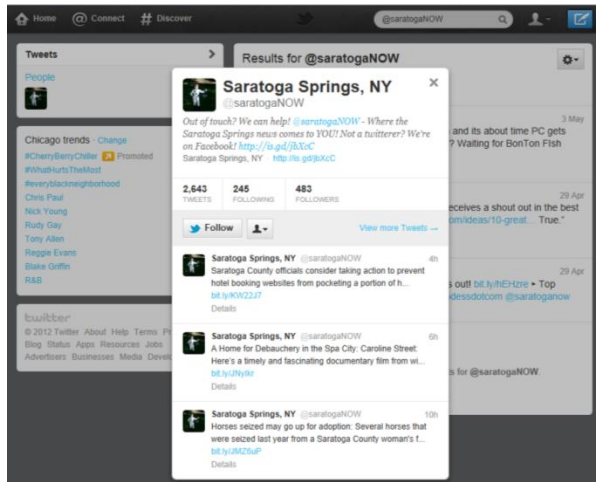
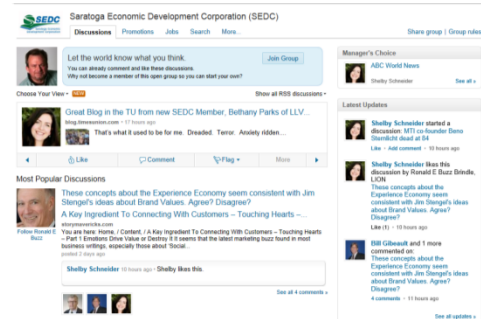
- Dublin, Ireland
<http://www.youtube.com/watch?v=i4c7dOJkxdM>
- Spokane, WA
http://www.youtube.com/user/VisitSpokane?ob=0&feature=results_main
- Ellensburg, WA
<http://www.youtube.com/watch?v=y1v3ci90Y68&feature=fvst>
- Ocean Shores, WA
<http://www.youtube.com/watch?v=ELgiNy7W89A>
- Traverse City, MI
<http://www.youtube.com/watch?v=9rPr9yAQmzw&list=UUTKQETAT33j2Gukan7-yKEQ&index=8&feature=plcp>
- Austin, TX
<http://www.youtube.com/watch?v=waHPP6OeAZE>
- **Grand Rapids, MI**
<http://www.youtube.com/watch?v=ZPjjZCO67WI>

5 Recent Successes

Thanks IEDC

- Orlando Rocks – YouTube, Facebook, Twitter
- Choose Maryland – YouTube, LinkedIn, Facebook, Twitter
- Republic County, KS (Former Residents) – YouTube Channel
- Greater Richmond (Workforce Development) - Facebook
- Roanoke Regional Partnership - Website

Saratoga, NY's Integrated Program



Optimizing Social Media

Tools for Optimizing Your Time

Depending on your available time and social media content strategy, there are many tools that can help you accomplish more with less time. Below are three different types of tools that social media marketers can use to get the most out of their time:

- **Curation Tools** – good for quickly gathering and automatically sharing content
 - [Scoop.it](#)
 - [Storify](#)
 - [Pearltrees](#)
- **Social Aggregators & Management Tools** – follow and engage with multiple platforms
 - [Hootsuite](#)
 - [Tweetdeck](#)
 - [Seesmic](#)
- **Social Bookmarking** – effective means of organizing and storing social bookmarks
 - [StumbleUpon](#)
 - [Reddit](#)
 - [Delicious](#)
 - [Evernote](#)

SMM Marketing Failure

- Creating a presence and not sustaining it
 - Suggested Frequencies
 - Blog – once a week or every other week
 - Facebook – once or twice per week
 - Twitter – 21 tweets per day maximizes presence
(source: Bonfire Marketing)

The Commitment

- Time!
 - Experienced implementers spend over 34 hours per month per site (abt. 1.5 hours per business day) optimizing their presence.
- Assume Facebook, Twitter, YouTube and LinkedIn then . . .
 - $1.5 \text{ hours per day} \times \text{four sites} = 6 \text{ hours per day.}$
 - 3 Options: yourself, employee or marketing firm

Sample Campaign

- Assess or Build Online Inventory
 - ▣ LinkedIn
 - ▣ Facebook
 - ▣ Twitter
 - ▣ YouTube
- Review Go-To Market Strategy
 - ▣ Goals
 - ▣ Culture
 - ▣ Board Buy-in
 - ▣ Upcoming Initiatives/Campaigns
- Develop Plan
 - ▣ Goals
 - ▣ Budgets
 - ▣ Strategies
 - ▣ Calendar
 - ▣ Resources

Sample Campaign

Any good marketing campaign must start with a target.

We recommend that targeting come from reliable data analysis generated from the community/county, state DOC and regional economic development efforts

- Community performs Shift-Share and Location Quotient Analysis
- Finds a high and growing concentration of corn, soybeans and pigs.
- ED office chooses to pursue food processing plants for both plants and animals.

Sample Campaign – Step 2

A list of targeted companies needs to be compiled.

- The community logs onto smartmoney.com, CNNmoney.com, the Street.com, Bloomberg.com, etc. and researches the top performing growth, smallcap and largecap mutual funds and requests prospectuses.
- From these, leading food processing companies are identified and a list compiled.

Sample Campaign – Step 3

The campaign is branded.

- For the purposes of this seminar we'll assume the community is Ellensburg.
- Ellensburg does a strategic retreat to identify its strengths in these sectors.
- At the end of the exercise consensus falls on the tag line, "*Ellensburg, a cut above for food processors.*"
- The campaign is branded, "The Cut

Sample Campaign – Step 4

The funds
are secured.

- Ellensburg reviews it's normal marketing budget of \$30,000 annually and determines that it is not enough for this effort.
- A fund raising strategy is implemented to raise this number to \$85,000/year over five years.
- The “Cut Above” campaign is now capitalized.

Sample Campaign – Step 5

Budgets are established.

Traditional

Targeted List

Booth

Creative

Trade Shows

Mailing

Creative

Direct Mail

Print Media

Campaign

=====

\$40,000

Web

Integration of

“Cut

Above”

brand onto

web page

=====

\$15,000

Social Media

Ellensburg

hires

senior

marketing

student

from CWU

to manage

campaign

=====

\$30,000

Sample Campaign – Step 6

The traditional marketing campaign selects direct mail, trade shows and trade publication advertising using the “Cut Above” brand.

Traditional

Trade Publications

Food Processing

Processed Food Industry

Site Selection

Area Development

Site Selection Magazine

Direct Mail to 2,000 industry leaders 4 x's/year.

Trade Shows

Food Pack

Process Expo

Two Collaborative Events

Sample Campaign – Step 7

The web page is edited to support the “Cut Above” effort.

Web Page

- The “Cut Above” campaign slogan is added to the landing page.
- Advantages of Ellensburg for food processors added to website.
- Market characteristics of food processors added to web site.
- The economic development office promotes the campaign in press releases and speaking engagements throughout the

Sample Campaign – Step 8

Social Media Marketing is initiated.

LinkedIn

- The community site adds updates about its search for food processors.
- The community profile summary is edited to promote food processor attributes.
- All staff and community page join all applicable food processing groups and commit to contributing to all conversations.
- From the targeted list of companies, the staff and community extend connection requests to officials at those companies via SMM.
- The SMM tracks updates via LinkedIn Today.

Sample Campaign – Step 9

Social Media
Marketing
continues.

YouTube

- A 4 – 8 minute video about the community is posted on YouTube.
- This video is linked back to the web page.
- This video is linked to all staff LinkedIn pages as well as the community page.
- A link to the video is added to all staff email signatures.

Sample Campaign – Step 10

Social Media
Marketing
continues.

Facebook

- The community's Facebook page is adopted for the "Cut Above" campaign.
- The SMM Marketer extends friend requests to the targeted list of executives on behalf of the director and the community Facebook page.
- Facebook is updated with posts about Ellensburg competitiveness for business about twice per week scheduled via Hootsuite.

Sample Campaign – Step 11

Social Media
Marketing
continues.

Twitter

- Hashtags are used to find links with food processing interests.
- Contacts are made with key individuals or groups that optimize food processing connections.
- Valuable information about doing business in Ellensburg is tweeted on a periodic basis.
- Sound Crazy? – Charlotte lured Chiquita Banana by using a Twitter war against Cincinnati.

Campaign Effectiveness

The
importance
of

- . . . Patience
 - ▣ It will not happen over night.

- . . . Persistence
 - ▣ Execution will take time.

- . . . Consistency
 - ▣ Resist the temptation to quit or alter.

Campaign Effectiveness

Invest resources in measuring impact.

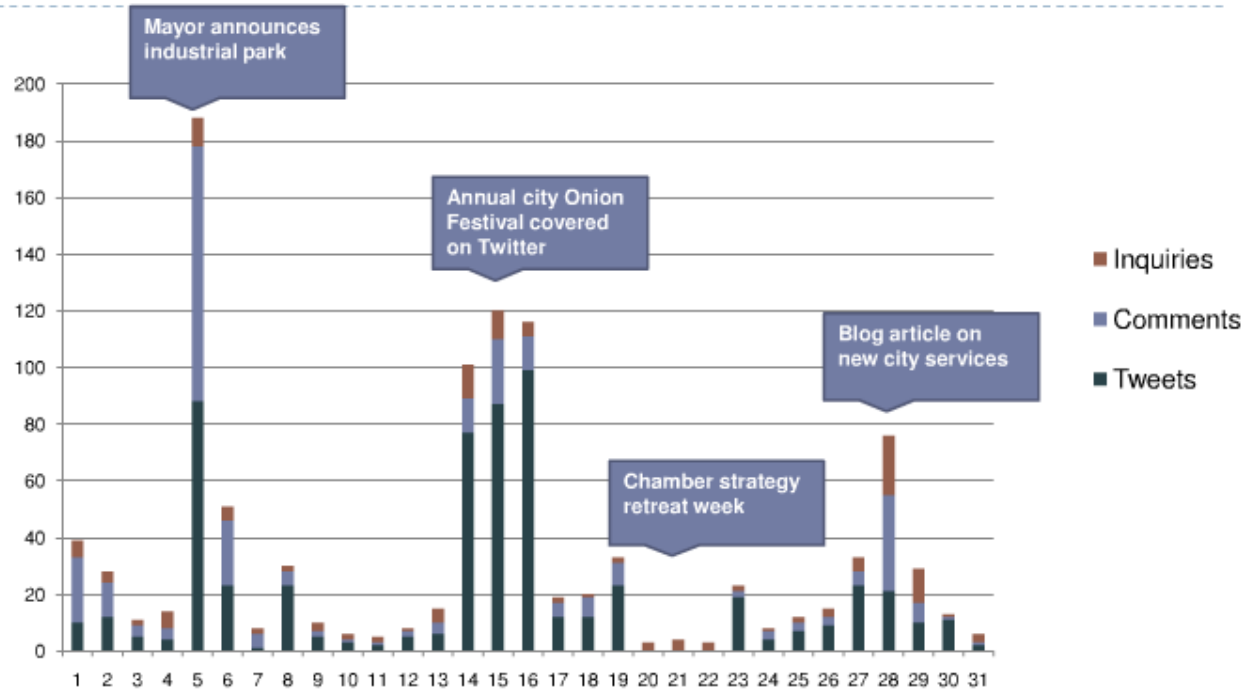
	2012 Budget	Leads Generated	Cost/Lead	Conv. to Prospects	Conv. Rate	Cost/Prospect
Direct Mail	10,000	77	130	5	6.5%	2,000
Trade Show	12,000	2	6,000	1	50%	12,000
Magazines	18,000	384	46.88	12	3.1%	1,500
Total	40,000	Note: Numbers are hypothetical to show process and not reflective of actual results.				

Campaign Effectiveness

Thanks Mark Schafer

Invest resources in measuring impact.

Social media engagement dashboard

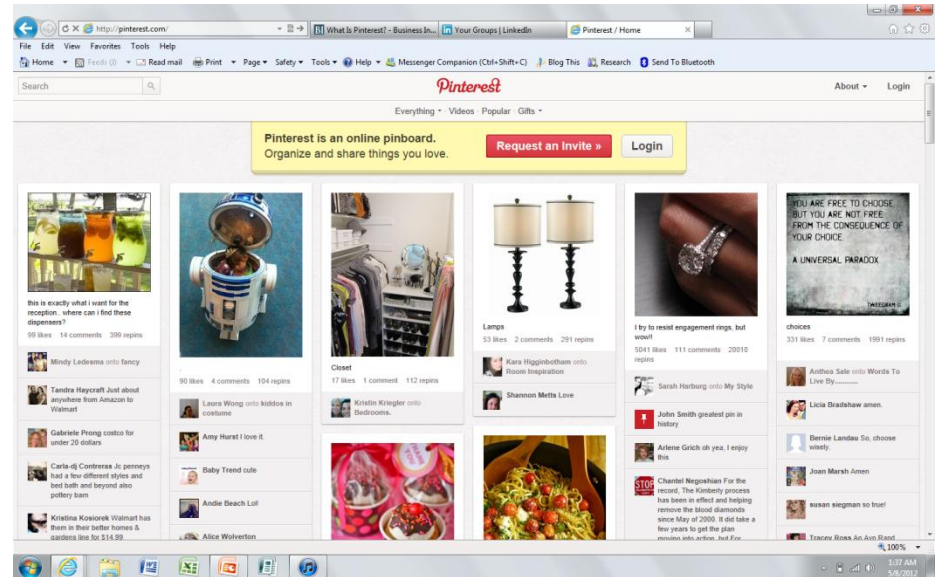


Pinterest – the Rising Star

<http://www.businessinsider.com/pinterest-2012->

2#

- Community Views
 - Graphical presentations of the community.
- Local Trends
 - Displaying community improvement successes
- Available Properties
 - Showcase the best your community has to offer.
- Jobs
 - Employment opportunities for members of the community.



Staying Current: Mashable

Top Stories ▾ Trending Topics ▾ People ▾ Jobs Events  Try Our New Social News App

Welcome to Mashable! Sign in with  Facebook or  Twitter

Mashable Social Media

Social Media ▾ Tech ▾ Business ▾ Entertainment ▾ US & World ▾ Videos

Featured: Pinterest Apple Facebook

All Social Media  FEATURED IN SOCIAL MEDIA

Facebook

Twitter

YouTube

Google+

mRank
presented by 

7 Rules for Responding to Customers Online

4 Ways to Drive Engagement With Facebook Ads

5 Tips for Great Content Curation

5 Food Brands Building Social Buzz on a Budget 7

5 Ways to Use Pinterest for Recruiting 14

Etsy: A Beginner's Guide to the Crafty Ecommerce Site

THE PITCH

Like 92 Tweet 821 +1 14

Like  Jillian Doneske Lain and 883,945 others like this.

Recommend on Google

LinkedIn YouTube Stumble RSS

More subscription options >

An Economic Development Success

Thanks Dave Dodd

- Integrate SMM into your BR/E efforts
 - Share Community News
 - Focus on the Positive
 - Promote Business Support
 - Communicate Applicable Programs

Key Take Away Concepts

- SMM ties you into today's socially networked life styles.
- It is an integrated component of an overall marketing campaign.
- While inexpensive in dollars it requires a substantial time commitment.
- Join – Sustain - Grow

Thank You!

- Thanks for your time today. Please be sure to fill out your evaluation forms so we can utilize your input and provide an even better presentation next time.
- Jim Mooney
- jmooney@descosolutions.com