Putting Your Audience Center Stage.

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Sales Engineer & Marketing Consultant

PROBLEMS

1. Nothing to Talk About (except ourselves).
2. Lack of Customer Knowledge.
3. Irrelevancy.
AGENDA

1. Developing Your Audience.
2. Leveraging Social Media.
3. Prospering.
1. Developing Your Audience.
Empathy is everything.
A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. When creating your buyer persona(s), consider including customer demographics, behavior patterns, motivations, and goals. The more detailed you are, the better.

The Definition of a Buyer Persona [in Under 100 Words]
blog.hubspot.com/.../buyer-persona-definition-under-100-... HubSpot, Inc.
Chamber group Charlie

Personal Background
- Age: 45-55
- Married with 1 kid in College, 1 in HS
- Education: Undergraduate

Company Information
- Industry: Distribution, Manufacturing, 3PL
- Yearly Revenue: $20M
- Employees: 100

Goals and Challenges
- Success means: a raise and promotion
- Values most: Job security, family, recognition for success, church
- Biggest challenges: New systems, managing people, keeping all balls in air
- Biggest objections: Appearance, liability, suitability, not state of the art, look dumb

Role: Facility or Operations Manager
- Job measured: space and operations efficiency, employee productivity
- Skills required: People management, analysis, industry knowledge
- Reports to: CEO or General Manager
- Manages: Operations staff

Shopping and Industry News Preferences
- Preferred communication: Email, phone
- Use internet for buying research: Much
- Gets updated industry news: Specific industry publication
- Industry publications: Trade magazines
- Industry associations: Industry trade groups
- Social networking sites: LinkedIn?
What does your audience care about?

Share that.
Saul Williams and Suheir Hammad: A Benefit for the Don't Shoot Coalition's Bail Fund
Thursday, January 15 at 8:00pm in CST
333 North Beaumont in St. Louis
223 people are going
Saul Williams shared a link.

January 9 at 6:22pm

Joe Sacco: On Satire – a response to the Charlie Hebdo attacks

The acclaimed graphic artist and journalist Joe Sacco on the limits of satire – and what it means if Muslims don't find it funny

THEGUARDIAN.COM | BY JOE SACCO

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A Videogame That Teaches You to Write Poetry, Even if It Intimidates You | WIRED

<em>Elegy For a Dead World</em> lets players write prose and poetry as they explore distant planets and dead civilizations.

WIRED.COM | BY BRYAN LUFKIN

Like · Comment · Share · 1,320 · 47 · 716
A Noise From The Deep Podcast
Episode 1: Henry Threadgill

A Noise From The Deep: Greenleaf Music Podcast

Show notes:

A talk with Henry Threadgill about composition and touring; Interesting concert venues; and The Lagond School of Music is a nonprofit based in Elmsford, NY.

Episodes:
- Episode 1: Henry Threadgill
- Episode 2: Matt Mitchell
- Episode 3: Dezron Douglas
- Episode 4: Miles Okazaki
- Episode 5: Jon Irabagon
- Episode 6: Revenge of the Nerds
- Episode 7: JD Allen
- Episode 8: Myra Melford
- Episode 9: Steve Byram
- Episode 10: John O’Gallagher
- Episode 11: John McNeil
- Episode 12: Miguel Zenon
- Episode 13: John Zorn (pt 1)
- Episode 14: John Zorn (pt 2)
- Episode 15: Greg Osby
- Episode 16: Rudy Royston
Meet the Composer is a new podcast from Q2 Music that takes listeners into the minds and creative processes of the composers making some of the most innovative, compelling and breathtakingly beautiful music today. The show is hosted by critically-acclaimed violist Nadia Sirota and funded in part by a successful Kickstarter campaign.

At the convergence of interview, music and production, Meet the Composer aims to show the listener who the composer is as a person, as a thinker and as an artist. The listener, in turn, gets richer context for new work than is provided by your average program note, CD liner or digital booklet, and hopefully an engaging entry point into the exciting world of New Music.

Thanks to New Music USA for their flexibility with the use of the “Meet The Composer” name, which became famous through their legacy organization founded by composer John Duffy.
Amanda Palmer
January 9 at 11:20pm ·

well, there go my road trip plans in russia.

"But the most controversial section is the list of sexual preferences and conditions given, including paedophilia, sado-masochism and exhibitionism, as well as "fetishism", which is described as people who gain sexual arousal from inanimate objects."

... See More

Transgender people in Russia banned from driving, says legal amendment

Law change listing medical impediments to driving was signed by prime minister Dmitry Medvedev last year

THEGUARDIAN.COM | BY SHAUN WALKER
Amanda Palmer: The new RECORD, ART BOOK, and TOUR
by Amanda Palmer

24,883 backers
$1,192,793 pledged of $100,000 goal
0 seconds to go

Funded!
This project was successfully funded on May 31, 2012.

You're a backer!
You pledged $5.
Amanda Palmer

January 9 at 7:56pm ·

YAAAyyyy...great review of "the art of asking" in The Sydney Morning Herald - smh.com.au (with great photo by shervin lainez to boot)

a few tickets for the sydney show (which was moved from the metro to the Enmore Theatre) are still available at:

as are tickets (as of right now) to the Melbourne show at The Thornbury Theatre:... See More

Book review: The Art of Asking, by Amanda Palmer

Before achieving fame as an inspirational speaker, half of a punk cabaret duo, the wife of a popular fantasy writer and a white-faced living statue in a wedding dress, Amanda Palmer held down some...

SMH.COM.AU

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Leveraging Social Media.
Social is *actually* social.
Grow your network.
Greenleaf is proud to announce performances from three of our artists at Winter Jazz Fest. For the uninitiated, WJF is a three-day festival packed to the gills with performances all over downtown Manhattan. See the WJF page for tickets and a map to all venues. See below for Greenleaf Artist schedules! See you there!

Linda Oh’s Sun Pictures
SubCulture
Friday, January 9
7:15 PM
Empower your evangelists.
3 Prospering.
Dvorak’s last symphony ends with a surprise: a long wind chord that slowly fades, as if lingering in the memory.

The concluding bars... the final chords...

"Goin’ Home" and the principal dancing motif from the Scherzo leading to Hiawatha’s rage, quietly in the horns.
Flash mob at Copenhagen Central Station. Copenhagen Phil playing Ravel's Bolero.
Late Night Rose: Crusell and Mendelssohn

Event starts Thu Jan, 15 2015 9:00 PM EST

Sign up to receive Watch Live Emails

Name:  
Email:  

More on livestream.com
I skate to where the puck is going to be, not where it has been.
-Wayne Gretzky
Thank You!

Be sure to join the marketing discussion online by following @HubSpot and @SteveHaase