

# remont

## Years of Excellence

# NESS R

**Relationship Marketing** 

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Chamber supports development

The Chamber position

**Small Business Survival** 

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Volume 16 Number 4

Q4: Marketing

**Quarter 4** 2015

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**Alanna Powell** BoldlyMe

"The Great Gatsby", "Good Night "The Wild Things", "Cinderella", "A Christmas Story", "Grapes of Wrath", "Gone With the Wind.'

Which classic story is your favorite? Which story makes you think? Who's your favorite character? Why?

Stories of impact are critical to success of any business, especially a non-profit. Your story helps the organization connect to supporters, donors, potential clients,

Everyone knows at least one stories that make you feel enraged. disgusted, or anxious. Stories that make you cry, laugh and cheer. They are timeless. These stories affect you. They unveil a truth about life that is core to the human experience.

This core human experience is something that everybody can connect to. Nobody is perfect. Everybody struggles. We are all learning as we go. These are realizations that we all discover as

My personal story of struggling to accept and love myself as a bald woman has helped many people accept of love themselves as they naturally are. As I disclosed my fears of being unlovable as a bald woman and hiding under a wig for

almost 40 years of my life, people have come forward and shared their stories of feeling inadequate due to life circumstances, physical illness, tragedy or other trauma.

"Her story made me cry. And I hate to cry in public, but I didn't care. I couldn't stop listening to her story. The reason she made me cry is because she asked tough questions and then gave hard, factual answers. I had to dig deeper within myself and I had more work to do." - A Boldly Me Supporter

> This story has reached

> > -Storytelling

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### Marketing on a budget



**Neal Greenberg** SchmartBoard

We are living in a very competitive world. You may find vourself not just competing with a company across the street but others across the world. This

creates challenges but also new opportunities. In this competitive environment, there are now more companies who want your business for marketing services and low cost tools never before imagined by marketers.

Let's talk first about websites. Historically you would pay for someone to code you a website. This was expensive and also limiting. In many cases you would need the company who built the website to maintain it and make changes. Today though, you have alternatives. There are many online platforms available that do not require knowledge of coding. I recently took our 2003 website and replaced it

with an online platform and the results are exceptional. I went with a company called Big Commerce. I have no coding experience and you can see the results if you go to our website and judge for yourself.

Websites need to have great graphics. Not all of us are whizzes in Photoshop or Illustrator. Third party graphic artists are out there for a price. I use a site called Fiverr. This site has people offering services for \$5 and up. The services include graphics, video, animation, brochures and many other services. You can see samples of their work

—Budget Marketing

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### **Digital Marketing: Why It Matters**

By Melissa Duncan **Duncan Designs** 

As a business owner one of your primary goals is to reach out to your existing and potential customers. The way you communicate and market to your customers has changed drastically with the rise of the Internet and social media. The good news is that you can use this to your advantage by targeting your specific customers using digital marketing. Your website is at the core of your digital marketing campaign, while online search and social media are the two avenues used to reach your website.

customers will Your searching for products and services that you offer, and you want to be included in the results of those searches. With so much information available on the Internet, it's not easy to reach the top of a list of search results. Search Engine Optimization (SEO) is used to help move your website to the top. Your goal with SEO is to appear on the first page of a search closest to the top as possible. SEO relies upon properly structured websites and

-Digital

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### Message from the CEO



Cindy Bonior Fremont Chamber CEO

question, marketing is critical to the success of any business. After all, you can build the best mousetrap but if no one knows about it, achieving success is difficult at best. The Chamber has many marketing and networking tools for members to employ and many members have realized success by skillfully putting these benefits to work for them. Although many members tell us they join for the marketing and networking

benefits, there are many services the Chamber performs each day. To some, these services may seem inapplicable to their specific business interests. However, they are equally critical to overall business success.

The Chamber's work in government affairs plays a big part in creating an environment in which businesses can thrive. Each and every day, government bodies make decisions and enact policies that effect the way you do business. The Chamber monitors and regularly takes positions on local, regional, state and federal policy initiatives, regulations, legislation and ballot measures on behalf of our membership and in the interest of

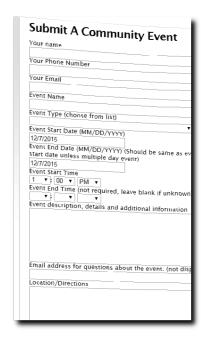
creating a positive business environment. Our positions are sought out by government agencies and elected officials alike.

As a Chamber, we understand that successful communities and successful businesses are not mutually exclusive but are intricately woven together and dependent upon each other in many ways. We believe that a community with excellent schools, services and amenities is vital to attracting business to our City. By working on behalf of our membership and in collaboration with a wide variety of organizations and agencies, we are able to help create a strong community and the conditions in which businesses can achieve success.

Workforce development is yet another critical component for success in our business community. Our Chamber works with businesses to understand labor needs and communicate those to educational leaders from all levels – grade school to community colleges and universities in order to drive improvements that will result in a more skilled and employable workforce.

While the many benefits that are offered such as networking and marketing are the most understood and are often the driving force behind membership in the Chamber, the more intangible benefits are just as important. At the Chamber, we put great emphasis and energy into activating these intangible benefits so that our members can concentrate on day to day business issues. By providing the essential combination of tangible and intangible benefits for our members, the Chamber is an undisputable and strong partner in your business

#### Members: submit your event to our online calendar



Submit an event http://web.fremontbusiness.com/events
1. Log in with your credentials (contact us for your credentials)

- 2. Click on Submit an Event
- 3. Fill in the form.

NOTE: In addition to the normal event information like time, date, location, address, please be prepared to enter an event description and a complete URL to any ticketing/registration page (like an eventbright or eventbee sign up page)

4. Click *Submit*. Your event will be queued up and approved by Fremont Chamber staff. Please do not submit events that are not hosted or sponsored by a Fremont Chamber member.

### **Chairman's Circle**

Chairman's Circle sponsorship is a comprehensive approach to Chamber participation that combines membership with sponsorship opportunities and benefits. It is truly the best approach to make the most of your Chamber investment.



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### **Relationship Marketing:**

# Customer appreciation should be part of your marketing strategy



By Bobbette Grasty SendOut Cards

Marketing is a numbers game. Finding the best return on investment is the key to a successful marketing strategy.

Instead of chasing after new customers, maintaining a connection with your existing customer base can be more effective than anything else. A majority of customers do not return to a business because of feelings of indifference. The customer simply does not feel appreciated. A business loses 10% of their influence with a customer each month they are not in touch. In less than one year, a business owner is out of sight and out of mind.

The concept of **Relationship Marketing** is unique. Kody Bateman, the author of the book *Promptings* writes, "Appreciation wins over self promotion, every single time." Kody's idea is for the business owner to create a follow-up

system to consistently show their appreciation to their current and past clients.

Imagine if you bought a car or

home and never heard from the salesperson again. Follow-up after the initial sale is expected and should "Approbation of the standard business practice. It is proper follow-up protocol wins of the salesperson of the salesp

practice. It is proper follow-up protocol. As the saying goes, "the future is in the follow up" and having a Relationship

Marketing strategy is priceless.

Joe Girard is

listed in the Guinness Book of World Records as "World's Greatest Salesman", and he holds the title of the most new retail sales in 15-year career

between 1963 and 1978 of 13,001 automobiles. Mr. Girard attributes his success to sending multiple thank you notes per day. In our high tech world, this "old school technique" to simply say thank you can be the newest trend in marketing.

Now, consider taking the concept of customer appreciation one step further and continue to express gratitude. Why not contact customers repeatedly for the foreseeable future? Staying "top of mind" is essential in building a business. Repeat the sentiment of

appreciation with a personal phone call or written note to each customer six months and one year after the sale. Then, go beyond any expectations by spending the time and money to continue to make

connections

"Appreciation years to come. Staying in contact with customers develops stronger business relationships. Implement a well-every single executed Relationship Marketing strategy and make a plan to

-Kody kill them with kindness.
Utilizing a unique stay in touch system will result in a raving loyal fan base. These fans will share their

create free word of mouth marketing for a business. Business owners leveraging marketing efforts to build better relationships could set a new Guinness Book record.

experience

and

Bobbette Grasty is an entrepreneur and Relationship Marketing Strategist with SendOutCards. She is a public Speaker who specializes in gratitude and appreciation. A Bay Area native and fourth generation Californian, Bobbette enjoys traveling and spending time with family. Bobbette has been a Fremont Chamber of Commerce member since 2010.

#### **Budget Marketing—**

from page 1

ahead of hiring them. Are they always perfect? No. I will be willing to risk \$5 to find a good inexpensive solution and then use them again when I find a good match.

If you are a local business, are you using customer reviews? You should ask every happy customer to post on Yelp. You might offer an incentive for them to do so. If you receive a negative review, you must immediately respond in a positive way to resolve the issues for your customer and do so in a public way. You could even take it another step and video tape them reviewing your product or service. Use these reviews on your website and also in your signature on e-mails.

Now, let's talk advertising. I advocate for Facebook. Unless you market something for people who are not on social media for some reason, Facebook is the most powerful advertising tool that I have ever come across, due to the amazing targeting capabilities it has. I can target a geographic area down to a zip code. I can target gender, age and interests. I can even target people who like my competitor's



Facebook page. The cost can be as low as \$5 a day and you can stop at any time.

Marketing does not have to break the bank in 2015 with all of the no-cost and low-cost options out there. Even if you have a good marketing budget, you should leverage the vast array of fantastic tools at your disposal.

Neal Greenberg, a sales & marketing veteran in the computer and electronics industry, is cofounder and VP of Sales & Marketing for Schmartboard, Inc.

#### **Pictures from Schmartboard**

Above: Students learning to solder at Schmartboard

Below: Neal Greenberg knows online connections lead to in-store sales



### Need Referrals? Join a Connection Club

Four groups meet on a variety of days and times of the week to exchange leads and assist members in growing their businesses. Fremont Chamber's Connection Clubs are so successful that they now serve as the model for similar "Leads-Generating" groups in Chambers all over the state



#### **ThursdayAM**

Every Thursday at 7:30a.m. @ Depot Diner Chair: Matt Dickstein (510) 796-9144 Vice Chair: Madeline Holmes (510) 599-1215

#### Connect 2 Succeed

2nd & 4th Thursdays at 11:45a.m. @ El Patio Co-Chair: Brandon Sass (510) 996-3073 Co-Chair Elise Balgley (510) 791-1888

FridayAM

Every Friday at 7:15a.m. @ The Original Pancake House Chair: Dan Kisner (510) 791-5790 Vice-Chair: Melissa Fields (510) 796-8300

**Friday Noon** 

Every Friday at 12 noon @ Round Table Pizza Chair: Karen Harry (510) 552-1499 Vice Chair: Jean ingraffia (510) 368-3372



O4 2015 Fremont Business Review



Non Profit Industry Council presents

### **Practical Ways to Do Great Work and Have a** Life, too!

- You want to change the world for the better and have a life
- You want to be effective, and enjoy both work and home
- You'd like to help others be healthy and be healthy yourself
- How do you decide what to do and how to do it especially when so much seems to happen at once?

Attend this seminar to learn how to:

- Find and stay focused
- Refresh values
- Set limits
- · Connect with each other

#### Wednesday, February 3, 2016

11:30 a.m. — 12:00 p.m. — Check in and Lunch

12:00 p.m. — 1:30 p.m. — Program

Please note the program will begin promptly at 12:00 pm

Fremont Bank Niles Bankers Building 37611 Niles Blvd, Fremont, CA 94536

Members: \$25 Non-Members: \$40

Register online at fremontbusiness.com

#### Storytelling –

communities that Boldly Me has not ever served or had a presence in. One of our trainers, Billy Marshall, was wearing a Boldly Me baseball cap at a Union City event. He told us that families ran to him, told them they heard the Boldly Me story and wanted to be a part of it.

The vital work your non-profit organization is doing needs to be expressed to your community (donors, volunteers, clients and partners) and the community at large (the public eye, traditional media and social media). Your story can be that vehicle to inspire people to connect build with your mission. All you need to do

When writing your story, here are some emotional truths that magnetically attract support.

What is your struggle? What are you longing for? What do you hide? What causes you pain? What do you wish would go away?

Have fun writing and enjoy this chapter of your life.

Boldly Me is a 501(c)3 nonprofit organization that helps people self-esteem and awareness when they feel different. We teach people how to deal with their feelings so they can lead healthy, productive lives and pursue their dreams. For more information (408)768-9257 www.boldlyme.org.

### Marketing your non-profit and doing all you can



By Kathy Laidlaw Give Teens 20

So you've taken the innumerable steps to start a non-profit organization and have joined the base ranks of the social entrepreneur! What lights you up is love for your work, your donors, volunteers and those who benefit from what the organization offers.

What may overwhelm you is the marketing is something that never sleeps. You constantly need to have your mission front and center on a multitude of levels and platforms. Here are just a few ideas, in no particular order of importance:

• Sharing real-life examples of those business groups) benefitting from your work to the . largest audience possible via website Rotary)

videos, testimonials, etc.

- presence on whatever channels make the most sense for your space. Guy Kawasaki has great tips on this in his webinars and books
- Being present within community at events, representing your organization
- Speaking to groups wherever you are invited (service and community Non-Profit Council seminars that organizations)
- Submitting press releases about meaningful experiences, events, valuable knowledge - I highly solutions Originate and create unique
- fundraising events that people are excited to attend
- Developing a strong volunteer
- Staying connected contributing on LinkedIn groups (for us - Marketing for Non-profits & Social Media for Non-profit Organizations)

fact that the need for Non-Profit Additional Marketing areas that require your time and talents:

- your largest asset and network of cheerleaders
- Networking with business groups. (for me - women's
- Joining a Service Club (for me -

· Building community partnerships Having an active social media with businesses that are in synch with your mission

And if all THAT weren't enough.....

- the Ongoing learning within your space and non-profit leadership in general keeps you current:
  - Participating in Fremont Chamber bring together social entrepreneurs and industry thought leaders sharing recommend these important sessions
  - · Attending (free) classes at The Foundation Center in San Francisco about networking, grant writing, fund and Board development, etc.
  - Staying up to date on work-related info via electronic newsletters (e.g. Ed-Source, Ed-Surge, Ed-Tech in the education space)
  - · Guidestar and Foundation Center newsletters are great resources

In the interest of full disclosure. some of the above list are filed under the category of "Here, take my • Board development, as they are advice, because I'm not using it!!!"

GiveTeens20 has made an impact in the lives of over 3,000 students in the Bay Area through our in-class presentations and even more through our web portal. For more information, visit www.gt20.org or email: info@giveteens20.org.

### **Member Benefit: Marketing Opportunities**

Chamber for Business opportunities to gain exposure and to opportunity to post a job opening, grow your business. We have the post a business announcement and most cost effective methods of Review" as well as the "Fremont website Business Brief." is our print Business Review 7,500 newsletter that reaches Business Brief is our weekly enewsletter that has over 2,500 subscribers. The newsletter and the Fremont Business Brief offer many different size ads to choose from and discounted frequency rates making this an opportunity you just can't beat.

In addition to some of the great values list above, your Fremont Chamber also offers many marketing opportunities at NO COST...

OPEN FOR BUSINESS: The Open attend and together give you an a venue to showcase their business or

post a coupon or special event. receives an incredible The Fremont average of 30,000 hits every month.

**GUEST SPEAKER:** Your chamber business quarterly. The Fremont is one of the few chambers that produce its own networking clubs where you can be a guest speaker. Choose one or all four of the Fremont Chamber's "Connection Clubs." You will have about 30 minutes to give a presentation about your business and demonstrate your expertise at no cost. Just call the chair of a club and he or she will schedule your presentation.

#### **NETWORKING**

**OPPORTUNITIES:** Mixers and the location all at no cost. Business Ribbon Cuttings are always free to Building Seminars will give members

gives you many Chamber's website gives members an opportunities each year. The Fremont Chamber is one of the few chambers that can produce 24 mixers every year with an average of 80-100 advertising and venues. Ads are for Posting is free for all Fremont attendees at each mixer. As well as sale in both the "Fremont Business Chamber members. The chamber's mixers, the chamber also produces an average of 30 ribbon cuttings every year. Giving members a great networking opportunity to introduce vourself to a brand new Fremont Chamber member and a new business to the Fremont business community.

#### **BUSINESS BUILDING**

**SEMINARS:** Business Building Seminars gives members opportunity to host their own seminar or workshop at no cost. Seminars are co-hosted by the Fremont Chamber the chamber helps with marketing the seminars and provides the chamber's conference room for

members and to the general public. All members who have information Business Building Seminar. The Thursday of each month.

#### FREMONT BUSINESS REVIEW: There are three different ways you

can use The Fremont Business Review to gain exposure for your business for free! Members are welcome to participate as often as they would like.

#1 For the "Member News" section, write a 100 word or less responsible for contacting other news brief about a recent business accomplishment or enhancement. For submit articles for that issue, as well example, did vour company win an as writing their Guest Editor editorial. industry award? Did your company help a homeless shelter with your new service to your current list of you to succeed. services? Did you hire or promote an membership...use it.

section of the average of 54 free networking share their expertise with fellow employee? Let us know!

#2 Each issue of the Fremont Business Review has a business to share are welcome to host a theme and any chamber member can write an article for. For example, if seminars are held on the first the theme is marketing...a member can write a 500 word article about their expertise in this area. Or, a member share a marketing idea that worked particularly well for them. Members who demonstrating their expertise through written published articles builds credibility.

> #3 Any member can also be the Guest Editor for an issue. In this position the member would be chamber members to write and

The Fremont Chamber has many different services and benefits to help product or has your business added a YOU grow your business. We want

Q4 2015 Fremont Business Review

### The Chamber goes on record to support residential development in Fremont

On Friday, November 13, the growth of local commercial and market in the young professionals Chamber Board of Directors voted to industrial jobs. support a pro-growth policy statement centered on residential development in Fremont. In the light sentiments, the Chamber has taken a housing costs skyward that development is • beneficial to Fremont in a variety of jobs in Fremont's Innovation District ways and should continue in a and Silicon Valley, reducing regional impact fees for parks, schools, traffic, thoughtful, planned and orderly through traffic and greenhouse

#### **Our Statement**

the city's general plan to increase work density in key areas, build housing .

What can development do for Fremont?

- anti-development where current limited supply drives
  - Create more housing closer to emissions
- Attract companies who want to know that their employees and performing arts center The Chamber is supportive of executives can find housing near
- Attract high-quality retail and near transportation and facilitate the restaurants, that see a ready-made

that work at these companies and move to Fremont

- Provide fees for affordable Create more housing in a market housing development. Development fees are the main source of affordable housing plan
  - Provide fee-based benefits for community services. Developers pay and more
  - Provide a larger support base for entertainment venues such as a
  - Help create infrastructure in underdeveloped areas of Fremont (Commercial and industrial development in Warm Springs,

residential development is misplaced. holders Development is carrying the burden of many of Fremont's problems formulas. We understand the emotion involved in the public process. Many of our members live here and have been here for decades. We see, hear and feel the changes our community is going through. However, a "nogrowth" sentiment is not the answer. Development is not a zero sum game. For our city to thrive, we need to ecosystem and the fourth largest city work together constructively to shape

The Chamber urges the city. We think citizen concern about developers, residents and other stakeconstructively to plan and build more housing for future city residents. We from regional traffic issues to are sensitive to the concerns of dysfunctional state education funding residents that arise during every growth cycle and prefer collaborative solutions. The solutions may not satisfy everyone involved but will mitigate the issues and problems that development can create while we all reap myriad benefits. We are not a sleepy bedroom community but a part Silicon Vallev's economic in the Bay Area. It's time we started acting like it.

### **Chamber Opposes Misguided FUSD Report Card Policy**

October that would levy letter grades be penalized for following the rules. on residential development projects.

policy for three reasons.

It's not fair – The grading system itself is not fair. Developers pay

Chamber Board of Directors voted to state law. In order to receive an A, a FUSD's problems are due, to a large oppose a Fremont Unified School developer would need to pay a fee District (FUSD) policy adopted in rate three times higher. It's not fair to failures to provide adequate funding

towards approach overcrowding would have been a community and the State better tact than attempting to publically shame developers who are impact fees to the district for new not the true source of school It's not going to work - Fremont residents selling their home to a development. Those fees are set by overcrowding. Yes, the schools are has built 1,200 units of housing since state law. The FUSD policy gives a crowded. Yes, new development will 2010. The population, in the same

extent, to the State of California's to school districts statewide. The solution is to work collaboratively. The Chamber opposes this It's not productive – A collaborative The district needs to work with the school city of Fremont, the development California to solve the problem.

On Friday, November 13, the project a D or F grade for following bring new students. However, time frame, has grown by 17,000. new students to the rolls. Clearly, there will be overcrowding in the schools regardless of whether or not new housing is built as demand FUSD is a great system and parents schools. Compounding the problem is fact that non-development population growth pays nothing in school fees. Retirement aged Fremont young family of five generates nothing for the district yet adds three

As a business organization and as a member of the Fremont for housing in Fremont is high. community, we urge FUSD to reconsider this misguided policy and want their kids to attend Fremont return to the table to work with developers, the City and our State representatives to look for real

### **Small Business Marketing and Survival**



By Ken Ariathurai Aria Printing and Shipping

From my experience, here are a few essentials to keeping your business alive while marketing to new and existing customers.

#### Is your business idea a good

If you haven't made one, you need create a marketing plan. The marketing plan should contain the following as a minimum - target audience/customers, demographic information, advertising plan and a budget. It's important to evaluate your marketing strategy on a Be flexible to navigate through continual basis. Don't make it and changing markets forget it.

#### The right employees for your

hiring When interview and evaluate the individual carefully before making the final first contact your potential customers will meet. They must have great verbal skills and communicate to professionally.

#### Proper equipment and materials required

Marketing materials, collateral and professional equipment makes a good and lasting impression on customers. They must be convinced that they are dealing with a high class reputable company. Remember you won't get a second chance to make a good first impression.

#### Training, licensing and experience

Ensure that all training and licensing is completed by your Build relationships with your employees. Once achieved, you can competition publish that fact to your customers and sustain credibility in your field.

This is the most important advice

their original marketing frame of decision. Your employees will be the mind. They have a vision and they cling to it.

Changing your business model navigate the ever-changing direction of the marketplace is critical. You must evolve as necessary or your company will wither on the

#### Never turn down exposure to your company

of Chamber Commerce. Business networking groups, speaking engagements educational articles are advertising that you can take advantage of. Furthermore. professionally created website

It's amazing how some companies will stay away from their competition for fear of giving away company secrets. If a company builds relationships with

competition, collaboration on projects management consultant and with my can be achieved. Even large employees, own companies, I've come across companies do this effectively ex. managers and CEOs who are stuck in Google and Yahoo, Toyota and Mazda, Apple and Microsoft.

#### Build relationships with your suppliers

Suppliers have a wealth of knowledge about your industry. Build a good relationship with them and you'll be able to tap into this knowledge to better market your

#### Serve your Customer's needs

Ultimately, good marketing comes from servicing your customers and building a good reputation. Word of mouth and referrals are the best form of marketing.

Ken Ariathurai is President and CEO of Aria Printing and Shipping, founded and based in Fremont since 2002. Ken can be reached at 510-687-1600 or email him at kenariafremont@gmail.com www.ariaprinting.com

#### **Members:** Got News?

The Fremont **Business Review** publishes newsworthy items from our members every month in Member News. Send us your press releases, email **Aaron Goldsmith** at agoldsmith@ fremontbusiness.com

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#### Automobile Collision Repair

#### **Caliber Collision Fremont Center**

Lennell Wade 41945 Albrae St. Fremont (510) 403-0130 michelle.mcdowell@calibercollision.com www.calibercollision.com

Caliber Collision didn't get to be the nation's largest collision repair company by accident. It's taken an unyielding commitment to be the collision repair center of choice in every community they serve - a vision that began when their company was founded in 1997 and continues strong to this day. They're not just part of the collision repair industry. By setting new standards in customer service, and by implementing cutting edge technology at every turn; they're leaders in the industry

#### Banks

#### State Bank of India

Thonnekavil Vdavakumar 39148 Paseo Padre, Fremont (510) 713-8070 fremont@sbical.com www.sbical.com

At State Bank of India (California) (SBIC), they are committed to offering you only the best because they believe that your success is their success. Their range of highly personalized services is tailored to meet your needs. They thrive on building long-term relationships with their clients and give every individual the highest priority and constantly seek better ways to serve their customers.

#### Beauty Salons/Day Spas Lavender Salon & Spa

Michelle Nguyen 5141 Mowry Ave., Fremont (510) 791-2885 fremontsalon@gmail.com www.atspalavender.com Relax, Rejuvenate, and Get Pamper with their Luxurious Day Spa

#### **Business Consulting Donna Wies**

### Consulting

Donna Wies (510) 648-8335 dwiesconsulting@comcast.net www.dwiesconsulting.com Helping nonprofit organizations and water utilities achieve their Mission through robust strategic planning, performance measurement and effective management practices.

#### **Business Services BBSI**

Greta Minnis 32960 Alvarado-Niles, Union City (408) 321-9901 greta.minnis@bbsihq.com www.barrettbusiness.com We'll guide you to a new awareness

about both the best and the worst parts of your company. From there, we'll present solutions that leverage your resources and help you regain a sharp focus on your business.

#### **Patrice and Associates**

Norma Tyree

### **New Members**

P.O. Box 7133, Fremont CA 94537 (800) 786-5781

ntyree@patriceandassociates.com www.patriceandassociates.com

A nationwide network of restaurant and hospitality recruiting offices, an immense database of qualified candidates, and over 600 jobs to fill at any one time. Patrice and Associates is the recruiting engine that fuels the restaurant and hospitality industry. They are specialized recruiters for restaurant and hospitality jobs and we have connections that build rewarding careers and grow great

#### Coffee Dealers – Retail

#### **Mission Coffee Roasting Company**

Gael Stewart

151 Washington Blvd., Fremont, CA (510) 623-6920

gael.ellen.stewart@gmail.com www.fremontcoffee.com Mission Coffee

Roasting Company has established itself as a leader in the coffee industry for freshness, consistency and quality. It is operated by Fremont Coffee Roasting, a family-run business that understands the importance of its neighborhood and gives back to the organizations within the community.

#### Contractors – Home *Improvement*

#### **SGK Home Solutions**

Gregg Spears 3801 Charter Park Ct., B, San Jose, greggspearsic@gmail.com www.sgkhomesolutions.com SGK Home Solutions is a home

improvement company based out of San Jose. They specialize in windows, doors. Exterior products, solar, bathroom and k remodels in the San Jose area.

#### Credit/Debit Card *Systems*

#### FlashBanc, LLC

Althea Crozier 185 NW Spanish River Bl., Ste. 205 Boca Raton, FL 33431 (510) 825-2887 althea.crozier@outlook.com www.flashbanc.com FlashBanc is one of the fastest merchant growing companies in the Nation. FlashBanc provides credit card processing and a host of other electronic payment solutions to businesses of all sizes.

#### Financial Planners & Services

#### **New York Life Insurance Company**

George Arrivas 2633 Camino Ramon, Ste. 525 San Ramon (925) 548-9609 Garrivas@ft.newyorklife.com www.georgearrivas.com New York Life Insurance Company offers a variety of products that can help you meet a number of insurance and financial needs, including, but not limited to college

funding, retirement, managing costs for extended periods of care and lifetime income strategies. Please contact George to help you fully analyze your needs and recommend appropriate solutions.

#### World Financial – Priscella O'Shea

Priscella O'Shea 1212 El Camino Real #202 Santa Clara, CA 95050 (650) 291-5331

priscella.wfg@gmail.com At World Financial Group (WFG),\* your dreams matter to them. They understand the financial challenges that make it harder to achieve your goals, and they're ready to provide the assistance you need. They believe your financial success, no matter your current situation or economic status, is achievable.

#### Furniture Dealers – New Living Spaces, Inc.

John McElroy 49088 Fremont Blvd. Fremont, CA 95538 (877) 266-7300

john.mcelroy@livingspaces.com www.livingspaces.com

Welcome to Living Spaces. They are committed to making your shopping experience as easy and convenient as possible with their unmatched selection and guaranteed low prices. Best of all, you won't have to wait for your new furniture with their same day delivery! So browse and purchase online or come in to one of their showrooms to enjoy a free cup coffee while experiencing the best in shopping.

#### Government

#### Assemblymember Kansen Chu, 25th **Assembly District**

1313 N. Milpitas Blvd., Ste. 255 Milipitas, CA 95035 (408) 262-2501 assemblymember.chu@assembly.ca.gov

www.asmdc.org/members.a25/ Assemblymember Kansen Chu was elected in November 2014 to represent California's Assembly District, which includes the Alameda County communities of Fremont and Newark, and the Santa Clara County communities of Milpitas, San Jose and Santa Clara.

#### *Grocers – Online* GrubMarket.com

#### Melissa Nott 8371 Central Ave., Ste. C, Newark

(844) 295-8963 cs@grubmarket.com www.grubmarket.com

The experience of walking through the booths and shopping for produce at a farmers market is moving GrubMarket online. allows consumers to order fresh, locallysourced food through their mobile and web apps. Once an order is processed, GrubMarket employees pick up the goods from the local producers and delivers the food right to the customer's door.

#### Home Care, Non-Medical

#### **Divine Home Care**

Linda Conners 400 Estudillo Ave., #100, San Leandro lconners@divinehomecareca.com

www.divinehomecareca.com

Divine Home Care is a locallyowned, reputable business that helps individuals stay at home in a comfortable and familiar Their environment. caregiving services provide individuals with daily assistance whether it is a shortterm surgery recovery or aroundthe-clock care. Call to schedule our free, no-commitment assessment

#### *Jewelers – Jewelry*

#### PNG Jewelers, Inc.

Rajendra Soni 3760 Mowry Ave., Fremont CA (510) 791-3356

marketing@pngjewelers.com www.pngjewelers.com

PNG, India's pioneer jewelers with a heritage of two centuries, have been delighting generations of customers for the last 183 years with our tradition of trust and transparency, customer care and creativity has delighted. After 7 successful years in Sunnyvale, PNG is now expanding with their second store in Fremont, CA.

#### Landscaping GroGuru, Inc.

Irshad Rasheed (530) 368-2498 irasheed@groguru.com www.groguru.com

Gro Guru knows when to water by measuring soil moisture, soil temperature, weather forecast & selects just the right amount of water for your plants. And Gro Guru analyzes your soil type recommends type of plants you could grow in your lawn & garden.

#### Martial Arts Instruction

#### **Grandmaster Park's** Korean Tae Kwon Do Union

Master Park 38487 Fremont Blvd., Ste. 211 (510) 796-2881 grandmasterparkktu@gmail.com www.grandmasterparkktu.com They teach the traditional form of Tae Kwon Do for all ages. For children, they will not only learn self-defense, but also discipline and respect for elders. They teach the tenants of Tae Kwon Do: modesty, integrity, perseverance, self-control, and indomitable spirit. To be the best, train with the best.

#### Meeting & Event Venue **Summer Winds Resorts**

Adam Joyce P.O. Box 1030, Genoa, NV 89411 (775) 392-3303 ajoyce@summerwindsresorts.com www.summerwindsresorts.com Summer Winds Resorts provide the conveniences of a vacation home

and the advantages of resort services in preferred vacation destinations worldwide. Experience the peace of mind that comes from owning beautiful, spacious resort vacations every year for the rest of your life. Start enjoying the vacations that you have dreamed of.

#### Non-Profit **Organizations**

#### **Purrfect Cat Rescue**

Betty Wargo P.O. BOX 7958, Fremont, CA (510 608-3484

betty\_wargo@sti.com www.purrfectcatrescue.org/

Purrfect Cat Rescue is dedicated to reducing the number of stray and abandoned cats & kittens through low-cost spaying and neutering and home-fostered cat adoption program. They operate on donations, staffed exclusively by volunteers and have proudly served the communities of Fremont, Newark, and Union City since 2005.

#### Sahaja Yoga Meditation

Senay Mopur 37138 Niles Blvd., Fremont, CA (415) 706-4504 senay sahasrara@yahoo.com

www.sfbaymeditation.org Sahaja Yoga is a unique method of

meditation based on an experience called Self Realization (Kundalini awakening) that can occur within each human being. Through this process an inner transformation takes place by which one becomes moral, united, integrated balanced.

#### **Printers**

#### Paper and More

Shilpa Shah 47273 Fremont Blvd., Fremont, CA (800) 424-3147

finance@paperandmore.comwww.paperandmore.com

Paper and More offers high quality specialty paper, envelopes, cards and accessories for any occasion. They offer quality and fast customer service. Orders generally leave their warehouse the same day and/or you may pick up your orders.

#### Silicon Valley Graphics

45333 Fremont Bl., Ste. 5, Fremont (510) 657-5853 sales@svgPrint.com www.svgprint.com The best prices at great quality for

#### Publishing

your printing needs.

#### **Robertson Publishing** Alicia Robertson

(510) 573-6625 info@robertsonpublishing.com www.robertsonpublishing.com They publish books quickly and correctly at an affordable price. They make the path from manuscript to books in hand, or ebooks, smooth, straight, and even. Then they will help you promote your book with some marketing tools. You retain all rights to your manuscript, decide on your royalty

#### -New Members

#### **New Member—**

amount and then receive royalties based on sales generated through their wide distribution channels

#### *Real Estate – Sales &* **Development**

#### Lennar

1558 Washington Blvd.,Fremont CA (855) 363-9014 www.lennar.com

Since 1954, they've had the privilege of helping hundreds of thousands of families across America move into the next stage of their lives with a new home. They build homes in some of the most desirable cities in the nation and for all stages of your life: first home, move-up home, home multigenerational accommodate your changing family needs. Their communities cater to all lifestyles and include urban, suburban, active adult and golf course living.

#### Residential Real Estate Investment and Development

#### **Universal Dragon Investment Corp.**

Steven Leung 43625 Mission Blvd., Ste. 203 Fremont, CA 94539 (510) 226-6989 stevenleung@oicompany.com

#### Restaurants

#### **Boneheads Fremont**

Dharmesh Patel 43844 Pacific Commons Blvd. Fremont, CA 94538 (510) 284-2483 boneheadsfremont.dpatel@gmail.com www.boneheadsfremont.com Fremont loves Bonehead's grilled chicken with their award-winning Piri Piri sauce and their mouthwatering fresh grilled fish. As a Top-Rated Local® restaurant, they offer patrons delicious gourmet cooking at fast casual prices. They're a relaxed place with serious

#### Chick-fil-A, Automall **Parkway**

Jon Hooper 5539 Automall Parkway Fremont, CA 94538 (510) 353-1678 03435@chick-fil-a.com www.chick-fila.com/automallparkway They are a quick service restaurant that is centered on Service and Hospitality. It is their goal to produce premium products daily and serve them to their guests with a servant's heart. They are eager and excited to serve the Fremont community with their products.

#### Cream

Hamid Barakzai 43982 Pacific Commons Fremont, CA 94538 (510) 687-1491 hbarakzai@creamnation.com www.creamnation.com

Their promise to you is to provide premium products made from their proprietary recipes with superior ingredients. Next, keep costs low so that happiness remains affordable for all. And, of course, a fun and relaxed atmosphere where an impromptu karaoke song and dance session could break out at any moment! One taste of CREAM's incredible ice cream sandwiches prepared to perfection, and you'll be at a loss for words. Which is fine, because it's rude to speak with your mouth full

#### Milk & Honey Restaurant

Teresa Keng 34265 Fremont Blvd. Fremont CA 94555 (510) 468-0336 teresa@mnhrestaurants.com www.milkandhoneyfremont.com Milk & Honey is just about to get started this winter 2015. They look forward to serving everyone that comes through their door. It is their sincere hope that Milk & Honey Cafe will be a place where you will enjoy your food from personal hotpots, Taiwanese bento, yummy drinks and their shaved snow ice.

#### Smart Phone Application Developer

#### SentientIT America,

Siva Govindarajan 43456 Ellsworth Street #3328 Fremont, CA 94539 (763) 383-6024 contact@sentientit.com www.sentientit.com

SentientIT is a Business-to-Business technology consulting supplying turn-kev company computing solutions for start-up, mid and established organizations based upon the latest technologies and utilizing Mobile -Web-based applications and applications.

#### Solar Electric Power

#### Sungevity

Courtney Hyde 66 Franklin St., Ste. 310 Oakland, CA 94607 (510) 496-5633 chyde@sungevity.com www.sungevity.com We're building the world's most energized network of customers who power their lives with sunshine. That's our goal, and it's pretty straightforward.

#### **Thrive Solar Energy** Corporation

Sohrab Kakalia 39069 Mission Blvd., Ste. 10 Fremont, CA 94539 (510) 896-0990 sohrab@thrivesolarenergy.com www.thrivesolarenergy.com Thrive Solar has a presence in over 15 countries is Asia and Africa through local partners, organizations and NGOs. charity product line consists of portable lamps, solar kits installations and water pumps.

### Aug-Nov 2015 Anniversaries

#### 40 Years As A Member

Berge-Pappas-Smith Chapel of the Angels

Fremont Chapel of the Roses Fremont Optometric Group Greenstein, Rogoff, Olsen & Co.

#### 20 Years As A Member

Aspen Dental Care/Bright Now! B J Travel Center Bernard, Balgley & Bonaccorsi Catellus Development Corporation Century 21 Banner Realty - J. Ingraffia-DeLosReyes

Check Center Child Care Links Coldwell Banker - Will Butler Dominican Sisters of MSJ Fremont Bank - Warm Springs Fremont Main Library Fuji Electric Corp of America Good-Nite Inn

Horizon Financial Associates Irvington Memorial Cemetery Legacy Real Estate & Associates Bill Aboumrad

Mission Property Management Co. NewPark Mall, LP Office Depot Old Mission San Jose Prime Time Entertainment Roadrunner Mailing Service Saf Keep Self Storage Safe Alts to Violent Environments St. Joseph School T.G.I.F. Body Shop & Towing, Inc. Tri-City Rock, Inc. Tri-City Volunteers YMCA Fremont-Newark

#### 15 Years As A Member

Alameda County Supervisor Scott Haggerty
Brookdale Fremont North Chew, Benjamin D.D.S Citibank- Mowry Ave. **Depot Diner** Fremont Bank Homewood Suites by Hilton Kiwanis Club of Fremont Lori's Income Tax Service Marriott Fremont Silicon Valley Matt Dickstein, Attorney at Law Music for Minors II Overton Security Services, Inc.

#### 10 Years As A Member

Well Chosen Words

ABWA- Pathfinder Chapter Citizens for Better Community CityServe Collective Discovery, Inc. **Danmer Custom Shutters** 

Dark Indigo, Inc. Dr. Joseph Joly, Chiropractor Electro Imaging Systems

Forest Upper Cervical Chiropractic Fremont Bulletin Newspaper Fremont Minuteman Press Harriet's Hands MasterKey Real Estate Advantage -

Nancie Allen Niles Main Street Association Saddlerack Sharks Ice at Fremont

So. East Bay Pediatric Med. Group Stopwaste Thermoscape Visiting Angels

#### 5 Years As A Member

Acacia Creek Senior Living Alameda County Vector Control Appian Insurance Services Bath Fitter

Bay East Association of Realtors Better Homes & Garden Real Estate; Mason-McDuffie-

Hilda Furtado Bob's Foam Factory Bridges Intervention Services Budget Truck & Car Rental **Business Computer Associates** Cal Coast Financial Corp.

Center for Behavioral Safety Chandni Restaurant Choi's Martial Arts Classic Graphics Clearview Satellite Cole Financial Solutions Dawn Breakers Lions Club

Dutra Cerro Graden Eden I & R, Inc. Edward Jones Investments -**Eunice Scholten** 

FORM Inc. Fremont American Little League Fremont Chiropractic Fremont Community Church -

Kimber Hills Academy Fremont Elks Lodge Friend and Champion Intero Real Estate Services Ireland Engineering Islamic Circle of North America-SF Jack James Tow, Inc.

Kilohana Outrigger Canoe Club Knights of Columbus #2692 **KOA Fitness** Mission Pass Towing

Mozzetti Trucking Music At The Mission Concerts Neptune Society of Northern CA Not Just Quiltz Pacific Dental Spa

Pacific Promotional Products Roland G. Chew. DDS Save Our Young-SOY Send Out Cards Sola-Brite

Tang & Lee, LLP Tri City Ecology Center

#### 2 Years As A Member

Advanced Mobile Software Alameda Co. Board of Education Alameda County Supervisor

Richard Valle Alameda County Water District Alameda Masonic Lodge #167 Amisha V. Patel, DMD Asian Business Alliance (ABA) Bijan Persian Cuisine Bodhi Tree Construction Bogie's Discount Pet Food Byers' LeafGuard Gutter Systems California - Green Tech Center Calvary Chapel Fremont City Sports Club

Click Scan Share CorePoint Media D&D Designs & Screen Printing Drawer & Shelf Solutions **Drivers for Survivors** Enterprise 24 Hour Automotive **EXP Pharmaceutical Services** Federation of Indo-Americans of Northern California

Food Truck Mafia Foundation Repair of CA Fremont Body & Brain Yoga and Tai-chi center Fremont Chevrolet Cadillac.

Buick & GMC FuntaMedia Fremont Youth Soccer Club Gentle Dental Inkies Tatttoo Studio J.E. Perry Farms JM Bail Bonds

L5 Consulting Law Offices of Jonathan D. Larose

Maaco Collision Repair & Auto Painting MAC Design

MassMutual Financial Group -Samuel Oceguera Medical Career College

Mission Peak Orthopaedic Mugwump Enterprises Nutrametrix

OMEX Onus Dental Health Plan Oorja Protonics

Opterra Energy Services PrimePay Payroll

R&S Erection of So. Alameda Co. Renewal By Andersen

Rotary Club of Niles (Fremont) SDMI Financial Smart & Final SolarCity Spring Bay Realty

Staples- Fremont Hub The Rexford

The Singh Law Firm, P.C. The Solar Company TWFG Insurance Services, LLC VTA BART Silicon Valley

We CARE! Coffee Company Windward Graphics, Inc.

1 Years As A Member Acad. of Chinese Performing Arts Access Omnicare Actikare Fremont Ariba Investments, LLC AsteelFlash California, Inc. Bath Fitter - Northern California **Bay Aerials Gymnastics** Bay Area Community Services Bay Whole House Fan Baytechnerds Bean Scene Cafe Boudin SF BrightCurrent, Inc. Brilliant You! Co doTerra Essential Oils- JoAnn Hall El Patio Original Farmers Insurance - Stacy Lin Fremont Chiropractic Group

Fremont Opera Imtiaz Ahmad CPA, Inc

Johal Law, A.P.C Just Falafel Lodie Alvarez Real Estate MassMutual- Brian Chong Nordstrom Rack

Northwestern Mutual Financial Services- Troy Shinn

Omnesta Orthopedic Spine Surgeon

Pacific Bay Pediatric Dentistry Pacific Commons
Paseo Place Apartments

Pieology Pizzeria Platinum Supply Chain Solutions

RE/MAX Prime Properites -Anil Sikka Rutan & Tucker, LLP

Serra Center SilicaStar Industries, Inc. State Farm Insurance-Vickie A. Stephens

TelePacific Communications

The Counter Transamerica - Lakshmi Goriparthi

True Elegance Limousines United Home Exteriors Vanila Singh Weddings & Dreams Wells Fargo Mortgage

Congratulations to our members who have reached these milestones

JP Turner & Company - Steve Zhu

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### **Member News**

#### SAVE announces new executive director

SAVE is pleased to announce that Dr. Yasi Safinya-Davies has been promoted to Executive Director. Dr. Safinya-Davies has



worked in the area of Domestic Violence and Sexual Assault since 2009. She completed her doctoral degree in Clinical Psychology in 2012 from Alliant International University, California School of Professional Psychology.

Her professional focus is specific to issues concerning women, the impact of trauma and severe and chronic psychological conditions. She began working with SAVE as a mental health consultant and partnering facilitator of SAVE's 40-hour Domestic Violence Advocate Certification Training. Dr. Safinya-Davies has most served as SAVE's Clinical and Director Prevention Services, overseeing Youth Program to address teen dating violence prevention and awareness in addition to SAVE's Counseling and Trainee/Internship Programs.

#### Horizon Financial Associates announces Reverse Mortgages availability

Everyone knows that there are a lot of questions about Reverse Mortgages and a lot of misconceptions. But did you know that there have been recent positive changes to this program that address some popular issues? Did you know that Reverse Mortgages can be

used to purchase a home, or that it can be a powerful tool to maximize your social security distribution? If not, you owe it to yourself to learn about the possibilities with the new Reverse Mortgage. Horizon Financial Associates is working with top lenders who offer this program, and are ready to consult with you to create opportunities in retirement that you are probably not aware of.



For a free, no obligation consultation, call George Duarte at 510-377-9059, or email at georgelduarte@gmail.com.

#### Aria Printing welcomes new team member

Aria Printing & Shipping announces the hiring of Payal Gupta as our Associate Graphic Designer. Payal has a BS degree in Biology from India and an AA degree in Graphic Design and Multi-media from Ohlone College, Fremont. She will be working on Graphic Design and Printing projects for Aria Printing & Shipping. She also will train on other areas such as Mailbox rental management, Livescan Fingerprinting, Passport Photos and Packing & Shipping. She will also work towards obtaining her Notary Public certification. Aria Printing welcomes Payal to our

ARIA Printing and Shipping was founded in 2002 by Ken Ariathurai who remains as President and CEO. Visit us online at www.ariaprinting.com or call 510-687-1600.

### Center for Behavioral Safety offers new online safety course

Did you know that injury rates at work are 6 times higher in the United States than in the UK? Or that America's off-shore drilling is 7 times deadlier than working onshore? Do you know why?

Center for Behavioral Safety has recently partnered with Udemy to offer our most popular live course on injury prevention in any setting – from an oil rig to the office. It's self-paced and can be taken on any device. Go to www.udemy.com/motivating-safety-at-work and enter EREMONT.

safety-at-work and enter FREMONT INJURY PREVENTION to receive a chamber discount. Additional free materials can be found on www.cbsafety.com

#### **GROCO** promotes a new partner

Greenstein Rogoff Olsen & Co., CPA is pleased to announce that CPA Beth Rasler has been promoted to partner.

#### **Digital Marketing—**

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providing relevant, original content on trusted websites, such as LinkedIn, Google+, or Facebook, with links back to your website.

#### Social Media

Carefully select the appropriate social media channels you wish to use so you reach your target demographic.

While we don't recommend using Facebook as your main website, it can be used as a social media avenue for driving customer traffic to your website. Posting original, relevant content on Facebook is a great way to reach out to customers.

Google Plus has two unique features that make it stand out: Communities and Hangouts. Communities allow you to meet and engage with people who care about

the same topics you care about. Hangouts allow you to hold group meetings, discussions and demonstrations; the results of which can be uploaded to YouTube. Use Communities and Hangouts to drive traffic back to your website.

YouTube is a popular platform and can be used to provide video advertising to promote your business. You can create video advertisements and post the ads to your business YouTube channel. A series of short videos can be a great way to showcase your business offerings.

Instagram is a great social media platform for telling a visual

story about your brand. On Instagram, you can engage your customers by posting both photographs and videos while targeting a younger demographic.

LinkedIn is a business-focused social network. LinkedIn offers both personal and company profiles. More importantly, LinkedIn allows you to use their publishing platform to self-publish. Writing blog posts on LinkedIn Pulse allows you to target the vast LinkedIn audience.

Twitter can be used to send out short, topical communications to your customers. If you have an event you want to advertise, Twitter is an excellent way to let your customers know what's going on. Regular communication with your customers by tweeting relevant and original content can build customer and brand loyalty.

Melissa Duncan is a graduate of the University of California, Santa Cruz with degrees in Psychology and Sociology. She studied Human Computer Interaction and Interaction design at Santa Cruz which provides her with unique insight into understanding what motivates people when they are in the digital world. Visit her at www.DuncanDesignsLLP.com.

# Enhance your sales through social media and online tools



**By Alice Piper-Morris**Fremont Chamber of Commerce

Social Media, keyword searches and pay per click advertising are proving to be essential for many sales people. In essence, customers who connect with brands on social media feel more like friends with the company. Loyalty programs and special discounts are more effective when leveraged through parallel social media efforts. A well-constructed marketing effort that is aimed at new and returning customers that utilizes the right digital marketing tools should deliver results.

The tools these days run the gamut from social media to blog platforms on company or privately hosted websites to more niche networks like Instagram. Like any marketing campaign, you can't simply post pictures of products or type out simple messages. Technically, you could but those tactics won't yield the best results.

It's all about engaging with the community, presenting products in interesting ways, and offering a collection of images and posts that appeal to the lifestyle of your enduser. If you share good content with your social networks, it can spread easily. This will increase your visibility with new leads. A salesperson can also give better service when paying attention to customers online. That can result in loyal customers for life.

A few notes on specific platforms:

Twitter offers opportunities to initiate dialogues. You can engage in a conversation, post video and images. Listen to your prospects tweets and use them as trigger points to start a conversation on a business

development call. Look for trends in their tweets. Are they launching new products? Buying new companies? Expanding to a new market? If any of those announcements could be a trigger for something you sell, call your prospect and mention that you saw the tweet. At this point, you start a conversation about how you can help. People love to hear that someone is reading their posts or tweets.

LinkedIn is the appropriate platform for sales of business-to-business products or services. LinkedIn is a more professional networking environment, so this is the right place to connect with people at big corporations that might be interested in your product or service.

Create a Facebook group related to your product or service and invite prospects to join. Then, send targeted messages to members who are active within the group.

Start a blog. Everyone has a few hundred words a month to share about their business. You don't write well? Not a problem, get an editor or social media coach. Write a draft and then contact a journalist or a blogger whose writing you like and explain that you're looking for someone to edit your writing. They might do it as a favor or for a small fee. They also may point you towards someone who can help.

Alice Piper-Morris is the Membership Account Executive for the Fremont Chamber of Commerce.

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