

Ohio

**Small Business
Development Centers**

Social Media and Business

Leverage It Or Get Left Behind

July 19, 2012

11:00 a.m. – 12:30 p.m. EDT

SBA.GOV
U.S. Small Business Administration

Who is @MichaelBowers?

District Center Manager for Ohio SBDC at Columbus State since 2002

SBDC State Star for Ohio in 2007

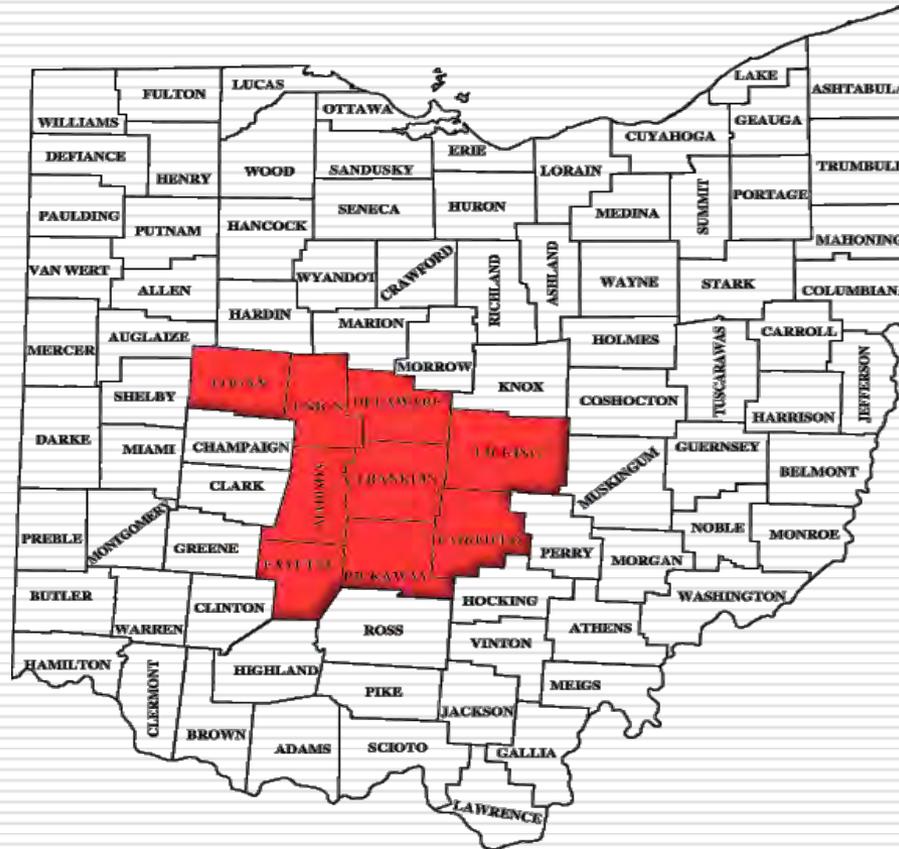
Won the SBA Innovation and Service Center of the Year for Ohio and SBA Region Five in 2007

Won the State of Ohio SBDC Innovation Award 2011

Striving to accelerate the growth of entrepreneurship and small business innovation. [#RunNerds](#) Marathoner. What's worth doing is worth doing for 26.2!



Where is the SBDC at Columbus State



Small Business
Development Centers

What Are We Doing Today?

Discuss the strategic development of a social media strategy.

Discuss the various social media platforms and how to best leverage these to reach your goals.

Discuss how to increase outreach to current and prospective clients /customers and build awareness in the community.

Discuss how to reduce marketing costs

How to manage time to best implement a social media strategy

Ground Rules

No Stupid Questions

**(Although I will talk & Tweet about
you afterwards)**

**I love you all it just may not seem
like it (Tough Love)**



Small Business
Development Centers

Why Participate?

Marketing is changing.

The need to spend money on push advertising is diminishing.

“Word Of Mouth” is a click away.



Small Business
Development Centers

Why Participate?

Your customers are on-line NOW!

You must be there too if you are going to reach and sell your customers.

If you are not there you can bet your competition is.



Small Business
Development Centers

What Social Media Can Do For You

Improved community outreach.

Marketing cost savings.

Improved client / customer flow.

Improved impact.

Better Results!!!



Small Business
Development Centers

tweakers.net

SLICK LIFE

friendster

SMULWEB

Slashdot

Is this what you look like Right Now?



Ohio

Small Business Development Centers

Anyone Can Do Social Media!

I am not a technical person. I know less about programming and computers than anyone.

I just know how to push buttons and I have a pretty cool phone.



Small Business
Development Centers

Social Media Done Right...

Earn Attention.

Build Trust.

Turn into Desired Results.



Small Business
Development Centers

Community

Engage

not

push sales



Small Business
Development Centers

Words of Wisdom...

“In preparing for battle I have always found that plans are useless, but planning is indispensable.”

- Dwight D. Eisenhower



Small Business
Development Centers

Using Social Media!

Social Media is not the TOOLS.

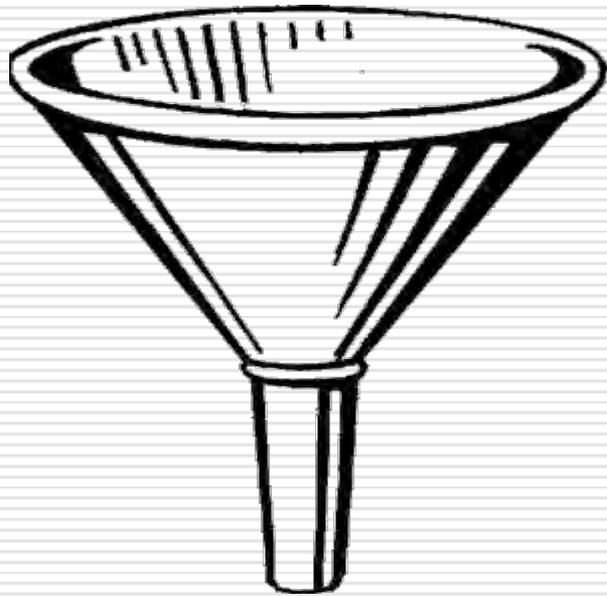
**Social Media is the strategy and
the story behind the tools.**



Small Business
Development Centers

Social Media Marketing Is?

Building Activity Above Your Funnel



Ohio

Small Business
Development Centers

Social Media Is Simple...

Just Moving People Around the Internet



Ohio

Small Business
Development Centers

Cool! So What Do We Do?



Ohio

Small Business
Development Centers

Three Steps in SM Development

Goals ~ What do you want to achieve?

Platforms ~ Where are your customers? This will determine where you should be.

Promotion ~ How are you going to promote and engage?



Small Business
Development Centers

Do You Remember Community?

Social Media is about
Building a **“community”** of
people interested in what
you do.



Small Business
Development Centers

If You Build It Will They Come



Strong Value
Strong Story
Strong Engagement

Ohio

Small Business
Development Centers

Putting It All Together



Ohio

Small Business
Development Centers

Content Marketing

Content Marketing means **creating** and **sharing** valuable free content to **attract** and **convert** prospects **into customers**, and customers into repeat buyers.

The type of content you share is closely related to what you sell; in other words, you're educating people so that they know, like, and trust you enough to do business with you.

[via www.copyblogger.com](http://www.copyblogger.com)



Small Business
Development Centers

Content Marketing

You have to create content ~ Get in the habit of writing.

Embrace Brevity ~ Not everything is a 5,000 word manifesto. Remember your content will probably be read on a 3 inch screen.

Keep it simple ~ This isn't English class. Write to your audience.



Small Business
Development Centers

Content Marketing

Where do you get ideas to write about?

What are your customers or prospects asking you? There is a blog post.



Small Business
Development Centers

Content Marketing

Most important

Be Helpful



Small Business
Development Centers

Your Blog

Thought Leadership

Your Expertise

Your Value



Small Business
Development Centers

Your Blog

Content Drives Traffic.



Small Business
Development Centers

Your Website Is Critical

This is where the magic happens and by magic I mean **SEO** and **CONVERSION.**



Small Business
Development Centers



The best small biz place on the web to meet, share ideas & receive the answers & support you need from each other & the experts - us!

When you're done here, check out our other sites!

[FACEBOOK - OHIO SBDC FAN PAGE](#)

[YOUTUBE - OHIO SBDC CHANNEL](#)

[OHIO GROWTH SUMMIT](#)

[IDEAS 2 DEALS BLOG](#)

[FOLLOW US ON TWITTER](#)

[FREE BUSINESS START UP KIT](#)

[LOOKING FOR A STUDENT INTERN TO HELP IN YOUR BUSINESS? CHECK OUT THE COLUMBUS STATE INTERNSHIP PROGRAM](#)

Members



Registered for the Ohio Growth Summit Yet? Check out what you could be missing if you don't. Reactions from OGS 2011...

Reactions and takeaways from the Ohio Growth Summit Share More info



Ohio Small Business Development Center = Passion, Expertise, Success

We are the Ohio Small Business Development Center (SBDC) at Columbus State Community College, a public - private partnership supported by the U.S. Small Business Administration, the Ohio Department of Development, Columbus State Community College and local partners. Through our programs and services, we provide entrepreneurial development assistance and high-end business consulting to start-up and emerging business owners free of charge.

Welcome to Ohio SBDC - Free Expert Business Advice

[Sign Up](#) or [Sign In](#)

Latest Activity



Tonya Wilson, SBDC posted events

Partner Event: [THE ART OF ORGANIZATION: Session 3 of 3 part Webinar Series](#)
June 28, 2012 from 12pm to 1pm

Partner Event: [THE ART OF SMART: Session 2 of 3 part Webinar Series](#)
June 21, 2012 from 12pm to 1pm

Partner Event: [THE](#)

Our Members

Tonya Wilson, SBDC Sign Out Search



Small Business
Development Centers

Free Expert Business Advice
Consider Us Your Business Partner...Only Better!

MAIN INVITE MY PAGE MEMBERS EVENTS FORUM GROUPS PHOTOS BLOGS VIDEOS CHAT RESOURCES MANAGE

All Members My Friends

Invite Friends

All Members (1,588)

Next >

[Advanced Search](#)

Sort by: Recently Added



[Derek Bliedung](#)
Columbus, OH, United States
[Comment](#)



[AJ Adams](#)
Columbus, OH, United States
[Comment](#)



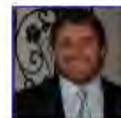
[Zhong-Lin Lu](#)
Columbus, OH, United States
[Comment](#)



[Derek Baxter](#)
Columbus, OH, United States
[Comment](#)



[Buck Mallory](#)
Columbus, OH, United States
[Comment](#)



[Lee Johnson](#)
Columbus, OH, United States
[Comment](#)



[Darla Dean](#)
Columbus, OH, United States
[Comment](#)



[Marcia Chapman](#)
Columbus, OH, United States
[Comment](#)



[Mary Skrenta](#)
Hebron, OH, United States
[Comment](#)

Welcome to
Ohio SBDC - Free Expert
Business Advice

[Sign Up](#)
or [Sign In](#)



Small Business
Development Centers

Our Events

Sign Up Sign In Search



Small Business
Development Centers

Free Expert Business Advice
Consider Us Your Business Partner...Only Better!

MAIN MY PAGE MEMBERS **EVENTS** FORUM GROUPS PHOTOS BLOGS VIDEOS CHAT RESOURCES

Upcoming Events Past Events My Events

Upcoming Events (41)

May 21
Monday



[Social Media 101: An Ohio Growth Summit Pre-Conference Event.](#)

[May 21, 2012](#) from 9am to 11am – [INC @ 8000](#)

What is this Social Media thing anyway? How can you increase your presence and business using Social Media? Savvy business owners are utilizing social media now more than ever, it is the "New Word of..."

Organized by Ohio SBDC | Type: [seminar](#)

Popular Event Types

[seminar](#) (115)

[3-tier](#) (68)

[partner](#) (49)

[training](#) (36)

[event](#) (15)

[View All](#)

Welcome to
Ohio SBDC - Free Expert
Business Advice

[Sign Up](#)
or [Sign In](#)

May 24
Thursday



[Ohio Growth Summit 2012](#)

[May 24, 2012](#) from 7:30am to 4pm – [Center for Workforce Development at Columbus State](#)

It's time to inspire your passion... The Ohio Growth Summit is coming! The 8th annual Ohio Growth Summit will provide you with the newest and most exciting ways to start and grow your business. Sinc...

Organized by Ohio SBDC | Type: [conference](#)

May 2012

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

May 30

[Cómo empezar su propio negocio \(BASE Start-Up\)](#)



Small Business
Development Centers

OhioGrowthSummit.com

HOME : ABOUT OGS : AGENDA : SPEAKERS : REGISTER NOW : SPONSOR OGS : PAST EVENTS : CONTACT US

SEARCH BLOG



Ohio Small Business Development Centers



OHIO GROWTH SUMMIT

MAY 24, 2012 : COLUMBUS STATE COMMUNITY COLLEGE : COLUMBUS OHIO

REGISTER NOW

please support our
sponsors. thank you.

presenting
sponsor

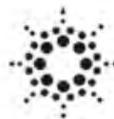


sustaining sponsor



What You Can Expect Out Of the "Hot Seat"

May 17, 2012 by MICHAEL BOWERS



OHIO GROWTH SUMMIT

The Ohio Growth Summit is almost here. Everything about the Ohio Growth Summit is designed to provide you with the tools to make you better able to do what you do. **Live** interaction with experts is the "secret sauce" that sets this event apart.

Whether you run a business, work in a business or work with businesses you will get specific action oriented techniques that will set you apart. This collection of speakers and will not come together again so don't miss your opportunity to see them live.

What To Expect ~ What You Can Expect Out of the "Hot Seat":

Business growth begins in...

DAYS

HOURS

3

10

MINUTES

SECONDS

20

29

be social.



stay current.

ENTER EMAIL TO SUBSCRIBE



join the summit.

Ohio Small Business Development Centers

We Need To Get People To OGS



Ohio

Small Business
Development Centers

Ideas2Deals.com



Ideas To Deals

Ideas To Deals THE INNOVATION OF SMALL BUSINESS AND ENTREPRENEURSHIP

[Home](#)

[Archives](#)

[Profile](#)

[Subscribe](#)

MAY 18, 2012

Weekend Long Run May 18, 2012

First of all I want to apologize to my dedicated reader (I might even have two dedicated readers) that I haven't been writing much hear lately. I've been in [Ohio Growth Summit](#) mode the past couple of weeks so if you want to see what I have been writing head over there to check me out (but then come back here). Things have been beyond crazy but I think it will all be worth it. What the heck, I can sleep another time.



Join us for news,
notes and tips to
take your business to
the next level

Name:

Email:

[Sign Up](#)

We respect your [email privacy](#)

Ohio

Small Business
Development Centers

E-Mail Marketing

Preview & Test

Send a test version of your email to yourself, and to others including a personal message. Up to 5 addresses may be entered separated by a comma ",".

Email Address(es)

twilson@cscce.edu

(Separate multiple addresses with a comma ",")

Personal Note

Send both HTML & Text versions

Send

[View Text Version](#)

[View Printable Version](#)

From: Ohio Small Business Development Center at CSCC <sbdc@cscce.edu>
Subject: Social Media: 101 to PRO and Everything in Between. Get it at OGS12!
Reply: sbdc@cscce.edu

Having trouble viewing this email? [Click here](#)



The email preview features a header with an orange background and a teal border. On the left is a white starburst logo. The text reads "OHIO GROWTH SUMMIT" in large white letters, with "Thursday, May 24, 2012" and "Columbus State Community College Columbus, Ohio" below it. To the right is the "Ohio Small Business Development Centers" logo. The main body has a white background with a teal border. The headline is "Social Media: 101 - PRO and everything in between." in green. Below it is a paragraph: "Is embarking on or engaging deeper into a Social Media strategy your next step to growing your business? It should be... and we're not the only ones who think so." followed by a quote from Henry Timms: "Consider this statement by Henry Timms, 92Y's Deputy Executive Director, 'social media is accelerating a people-driven revolution that's transforming everything from political arrangements to business models, organizations to..."

Ohio

Small Business
Development Centers

FaceBook

Engagement

Visual

Easy



Small Business
Development Centers

My Personal Facebook Page

facebook Search Tonya Wilson Home

SKYFALL 007

Michael Bowers Friends Message

District Director, Ohio SBDC at columbus state communi...
Studied Public Administration at The Ohio State Univers...
Lives in Marysville, Ohio
Married to Jennifer Shaffer Bowers

About Friends 762 Photos 104 Map 40 Likes 408

101 Mutual

Post Photo Write something...

Friends 101 Mutual Friends See All

Sponsored
Claim Your Business Here
yext.com
Reach Facebo...
local searches...
Premium Busin...
Is your Busine...
search results

Ryan Blair
How I Went fr...
Member to Mu...
Entrepreneur

Like · Amy Jo Newlun likes this.

Technology for Ohio's Tomorrow
CLICK HERE to...
lawmakers to...
JOBS and tom...
economy! Like

Like · Dave Watts likes this.

Now
April
2012
2011
2010
2009
2008
2004
1986
Chat (0)

Ohio

Small Business
Development Centers

facebook.com/SBDC.Columbus

facebook Ohio SBDC at Columbus State... Home

Ohio SBDC at Columbus Sta... Timeline Now Highlights



Ohio | Small Business Development Centers
Columbus State Community College

Ohio | Small Business Development Centers
@ COLUMBUS STATE Community College

Ohio SBDC at Columbus State Community College
702 likes · 4 talking about this · 7 were here

Business Consultant · Education
939 Goodale Blvd, Columbus, OH.
1 (614) 287-5294
Today 9:00 am - 5:00 pm

702



1

See Your Ad Here
Ohio SBDC at Columbus State Community College
Ohio Small Business Development Center
Like your business partner... Only Better!
Like · Ohio SBDC at Columbus State Community College like this.
Promote Your Page
Now
June
2012
2011
2010
Joined Facebook

Ohio | Small Business Development Centers

facebook.com/ohiogrowthsummit

facebook Tonya Wilson Home

Ohio Growth Summit Timeline Now Highlights Liked Admin Panel



OHIO GROWTH SUMMIT

Ohio Growth Summit
568 likes · 13 talking about this · 20 were here

Consulting/Business Services
The 2012 Ohio Growth Summit will be held May 24th at Columbus State Community College in Columbus Ohio

About Photos Likes 568 Map Welcome 2



Small Business
Development Centers

facebook.com/ohiogrowthsummit

facebook Tonya Wilson Home

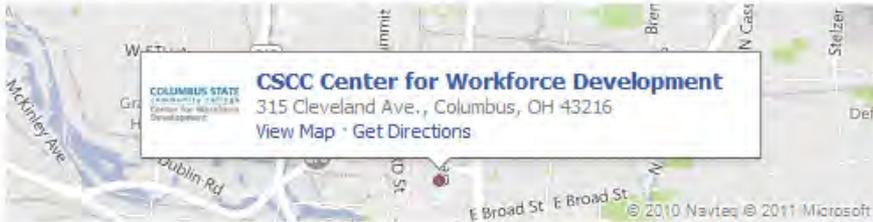
2012 Ohio Growth Summit

Public Event · By Tonya Wilson

Thursday, May 24, 2012 8:00am until 4:00pm

In its eighth year, the Ohio Growth Summit has been hailed as the most powerful gathering of small business insiders in Ohio most recently being voted one of Central Ohio's Top 5 Best Business Programs of 2011.

The Summit is designed to stimulate actions that will lead t... [See More](#)



CSCC Center for Workforce Development
315 Cleveland Ave., Columbus, OH 43216
[View Map](#) · [Get Directions](#)

Going (1)

Tonya Wilson (Host)

Export · Share · Report

[Write Post](#) [Add Photo / Video](#) [Ask Question](#)

Write something...

Tonya Wilson
I'm going... Are you? Register today!
Like · Comment · Unfollow Post · 2 seconds ago

Sponsored Create an Ad

Claim Your Business Here
yext.com

Reach Facebook users in local searches with a Premium Business Listing. Is your Business in local search results?

Project Mgmt Masters
projectmgmt.brandeis.edu

Earn Your Project Management Masters Online from Brandeis University. No GMAT/GRE Required

Sandi Krakowski

Millionaire Mommy Blogger-You can turn a hobby into a money making blog! I'll show you all

Like · 24,584 people like this.

Social Referral Marketing
go.extole.com

Ohio

Small Business
Development Centers

facebook.com/ohiogrowthsummit

facebook Tonya Wilson

Ohio Growth Summit Photos [+ Add Photos](#) [+ Add Videos](#)

Ohio Growth Summit's Albums · Videos

 <p>Wall Photos 20 photos</p>	 <p>Profile Pictures 7 photos</p>	 <p>Cover Photos 1 photo</p>	 <p>Ohio Growth Summit 2005 - Inaugural Event 27 photos</p>
 <p>Ohio Growth Summit 2006 76 photos</p>	 <p>Ohio Growth Summit 2008 34 photos</p>	 <p>Ohio Growth Summit 2010 141 photos</p>	 <p>Ignite Cols 4 111 photos</p>

[See More](#)

Ohio

Small Business
Development Centers

facebook.com/ohiogrowthsummit

facebook Tonya Wilson

Ohio Growth Summit OGS Video

[Edit Tab Settings](#)



OGS on No Excuses Radio
46 views

Michael Bowers, Director of the Small Business Development Center and Ohio Growth Summit, paid a visit to Lex McAllister's No Excuses Radio show.

Ohio

Small Business
Development Centers

FaceBook Tips

Be sure to direct people to your page and ask for the
"Like."

[Facebook.com/SBDC.Columbus](https://www.facebook.com/SBDC.Columbus)



Small Business
Development Centers

FaceBook Tips

You can schedule your updates, pictures and videos but be sure to interact and respond.

Engagement!

Ohio

Small Business
Development Centers

Twitter

140 Characters

“Lead” people to where you
would like to go.



Small Business
Development Centers

Twitter.com/MichaelBowers



Michael Bowers

@MichaelBowers FOLLOWS YOU

Striving to accelerate the growth of entrepreneurship and small business innovation. #RunNerds Marathoner. What's worth doing is worth doing for 26.2!

UT: 40.246768, -83.357302 <http://www.ideas2deals.com/>

Following



17,017 TWEETS

3,441 FOLLOWING

4,138 FOLLOWERS

@MichaelBowers

Tweets

Following

Followers

Favorites

Lists

Recent images



Tweets



Michael Bowers @MichaelBowers

2h

@Schmittastic @CherylHarrison We have messages going out tomorrow/Tuesday but to short notice. Would like to do it, not sure who would show

View conversation



Michael Bowers @MichaelBowers

2h

@Schmittastic @CherylHarrison I would pass in the TKC if you are counting on OGS to generate activity. Probably to short notice

View conversation



Michael Bowers @MichaelBowers

11h

Take a few minutes to check six posts that can help your business, including a grant opportunity at Ideas to Deals ow.ly/b12QL

Expand

Ohio

Small Business
Development Centers

twitter.com/OH Growth Summit

Home @ Connect # Discover

Ohio Growth Summit Following

@OHGrowthSummit FOLLOWS YOU

The Ohio Growth Summit is a celebration of your entrepreneurial spirit and the resource for small business. Powered by the @Ohio_SBDC :: #OGS12 is May 24!

Columbus, Ohio <http://OhioGrowthSummit.com>

2,475 TWEETS

1,394 FOLLOWING

1,464 FOLLOWERS

@OHGrowthSummit

Tweets

- Following
- Followers
- Favorites
- Lists
- Recent images

Similar to Ohio Growth Summit

Tweets

- Ohio Growth Summit** @OHGrowthSummit 19 May
3 Sure Signs That Your Small Business is Ready for Social Media buff.ly/J4V02f via @pushingsocial
Expand
- Ohio Growth Summit** @OHGrowthSummit 19 May
New business. Small business. Not-quite-existent business. #OGS12 is this Thursday to help you grow: buff.ly/J4VpS2
Expand
- Ohio Growth Summit** @OHGrowthSummit 19 May
The 5 Deadly Sins of Blogging (And How to Avoid Them) buff.ly/Kn5QI2
Expand
- Ohio Growth Summit** @OHGrowthSummit 18 May
Femanomics: 105 Women in Venture Capital and Angel Investment You Should Know buff.ly/LeK0PV via @techcocktail
Expand

Ryan Pratt @RyanPratt

Ohio

Small Business
Development Centers

twitter.com/Ohio_SBDC

The screenshot shows the Twitter profile for Ohio_SBDC. The header includes navigation links for Home, Connect, and Discover, along with a search bar and user profile icons. The profile card displays the name 'Ohio_SBDC', the handle '@Ohio_SBDC', and the bio 'Consider Us Your Business Partner... Only Better!!'. It also shows the location 'Columbus, Ohio' and a website link 'http://www.SBDCcolumbus.com'. The profile statistics are: 882 TWEETS, 332 FOLLOWING, and 2,413 FOLLOWERS. The main content area features a search bar for '@Ohio_SBDC', a list of navigation options (Tweets, Following, Followers, Favorites, Lists, Recent images), and a 'Similar to Ohio_SBDC' section. The tweets section shows four recent tweets from Ohio_SBDC, each with a date and a link to expand the text.

Home @ Connect # Discover

Ohio
Small Business
Development Centers

Ohio_SBDC
@Ohio_SBDC FOLLOWS YOU
Consider Us Your Business Partner... Only Better!!
Columbus, Ohio · <http://www.SBDCcolumbus.com>

Following 882 TWEETS
332 FOLLOWING
2,413 FOLLOWERS

@Ohio_SBDC

Tweets

Ohio_SBDC @Ohio_SBDC 17 May
LivingSocial and Chase Launch \$250,000 Business Grants Program - j.mp/J1QrXF
Expand

Ohio_SBDC @Ohio_SBDC 11 May
RT @metropreneur: RT @MichaelBColeman: Very pleased to see the @blackenterprise entrepreneur conference come to Columbus in 2013.
Expand

Ohio_SBDC @Ohio_SBDC 10 May
Successful Selling at @TechDec (pic) ow.ly/i/CkEQ
Expand

Ohio_SBDC @Ohio_SBDC 9 May
RT @tonyawilson: Social Media: 101 to PRO and Everything in Between. Get it at OGS12! #constantcontact conta.cc/YLLQd

Following
Followers
Favorites
Lists
Recent images

Similar to Ohio_SBDC

Ohio

Small Business
Development Centers

LinkedIn

Great for business to
business activity.

Big in job seeking and full of
people considering
entrepreneurship.



Small Business
Development Centers

linkedin.com/in/mbowers030

LinkedIn Account Type: Basic | Upgrade ▼ Tonya Wilson Add Connections

Home Profile Contacts Groups Jobs Inbox **34** Companies News More Advanced

[Background Check-Instant - Comprehensive Reports and Peace of Mind. Instant and Trusted.](#) From: Intelius



Michael Bowers

Business Development Consultant
Columbus, Ohio Area | Venture Capital & Private Equity

1st

Current District Director at Ohio SBDC @ Columbus State

Past Vice President at Greater Columbus Chamber
Assistant District Manager at Franklin Covey

Education The Ohio State University
University of North Alabama

Recommendations 3 people have recommended Michael

Connections 500+ connections

Websites [Company Website](#)
[Blog](#)
[Personal Website](#)

Twitter [Follow @MichaelBowers](#)

Public Profile <http://www.linkedin.com/in/mbowers030>

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

Suggest a profile update for Michael

[Send Michael a message](#)
[Recommend Michael](#)
[Find references](#)
[Save Michael's Profile](#)

Ads by LinkedIn Members

 **Attn: Project Managers!**
Earn a MBA in Project Management with PMI® Approved Courses for under \$13K. [Learn More »](#)

 **IT Certification Bootcamp**
On-site & virtual IT training customized to your company's needs. Call Now! [Learn More »](#)

 **Evidence-Based Practice**
Innovative online study on advanced mental health topics-use for licensure [Learn More »](#)

Michael's Activity



Small Business
Development Centers

linkedin.com/groups/Ohio-Growth-Summit-3886844

LinkedIn Account Type: Basic Michael Bowers [Add Connections](#)

Home Profile Contacts Groups Jobs Inbox 212 Companies News More Groups

 **Ohio Growth Summit** [Share group](#)

[Discussions](#) [Members](#) [Promotions](#) [Jobs](#) [Search](#) [More...](#)



Start a discussion or share something with the group...
Maximum length is 200 characters.
[Attach a link](#) [Share](#)

My Activity

Latest Discussions 1 of 1 [See all new discussions >](#)



I heard that there's a free pass to OGS 2011 up for grabs on the Facebook Page today! • 4 hours ago

[Like](#) [Comment](#) [Flag](#) [More](#)

Most Popular Discussions



Nice group...
posted 3 days ago

Stephen Smith 3 days ago • Stephen likes this.

Nate [Stop Following](#)

 [Like](#) [Comment](#) [Follow](#) [More](#)

[See more >](#)

Updates: Last 7 Days



Stephen Smith started a discussion:
Announcement from Ohio Growth Summit
4 hours ago • [Like](#) • [Add comment](#)



Stephen Smith started a discussion:
I heard that there's a free pass to OGS 2011 up for grabs on the Facebook Page today!
4 hours ago • [Like](#) • [Add comment](#)



Barbara Beardsley has joined the group.
23 hours ago • [Send message](#)

[See all updates >](#)

Ads by LinkedIn Members

Find A Great Job Now

 \$100K+ Jobs Database- \$100K+ Jobs at TheLadders

Ohio

Small Business
Development Centers

YouTube

People like **Visual**.

Great way to draw attention.

**Google owns it...Google
Likes It!**

Ohio

Small Business
Development Centers

www.youtube.com/ohiosbdc

The image shows a screenshot of the OhioSBDC YouTube channel page. At the top left is the YouTube logo. To its right is a search bar with a magnifying glass icon. Further right are navigation links for "Browse", "Movies", and "Upload". On the far right are links for "Create Account" and "Sign In".

The main heading is "Ohio Growth Summit Intro". Below this heading are three buttons: "OhioSBDC", "Subscribe" (with a plus icon), and "50 videos" (with a dropdown arrow).

The central video player shows a man wearing sunglasses and a blue polo shirt with "COLUMBUS" on it, pointing towards the camera. The video progress bar at the bottom indicates 0:07 / 3:11. Below the video player are icons for play, volume, closed captions, settings, and other video controls.

On the right side, there is a list of recommended videos:

- Meet the diverse minds speaking at the Ohio**
by OhioSBDC
165 views
4:01
- Build Your Business with Keith Speers at**
by OhioSBDC
17 views
5:50
- The Ohio Growth Summit 2010: A**
by OhioSBDC
107 views
2:42
- OGS on No Excuses Radio**
by OhioSBDC
44 views
5:26
- Play the game. Learn to get business financing**
by OhioSBDC
49 views
2:02

Ohio

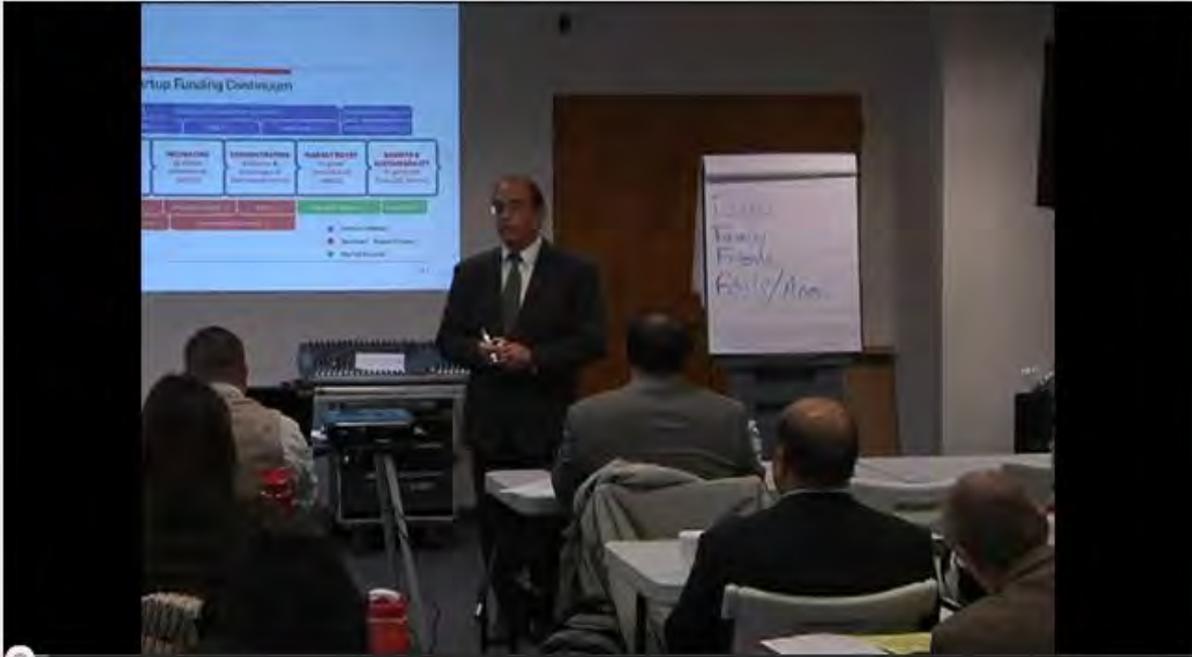
Small Business
Development Centers

www.youtube.com/ohiosbdc

You Tube [Browse](#) [Movies](#) [Upload](#) [Create Account](#) [Sign In](#)

Non-diluted Capital from Bootstrapping to Grants

OhioSBDC [Subscribe](#) 50 videos ▾



00:02 / 30:40

-  **Getting the Bank to Say Yes ~ Panel Discussion**
by OhioSBDC
9 views
1:03:19
-  **FirstRand - Hot or Not**
by ABNDigital
15 views
10:33
-  **Montauk Rocks, A Mellow Taste**
by Richsib
14,915 views
2:51
-  **Another reason to come to the Ohio**
by OhioSBDC
14 views
0:40
-  **Build Your Business with Keith Speers at**
by OhioSBDC
17 views
5:50

Ohio

Small Business
Development Centers

www.youtube.com/ohiosbdc

YouTube [Browse](#) [Movies](#) [Upload](#) [Create Account](#) [Sign In](#)

Another reason to come to the Ohio Growth Summit

OhioSBDC [Subscribe](#) 50 videos ▾

Build Your Business with Keith Speers at
by OhioSBDC
17 views
5:50

Ohio Growth Summit Keynotes
by OhioSBDC
90 views
3:22

Play the game. Learn to get business financing
by OhioSBDC
49 views
2:02

OGS on No Excuses Radio
by OhioSBDC
44 views
5:26

Ohio Growth Summit Intro
by OhioSBDC
111 views
3:11

Ohio

Small Business
Development Centers

www.youtube.com/ohiosbdc

You Tube [Browse](#) [Movies](#) [Upload](#) [Create Account](#) [Sign In](#)

Reactions and takeaways from the Ohio Growth Summit

OhioSBDC [Subscribe](#) 50 videos ▾

#1 Innovation Keynote
by trendhuntertv
197,616 views Ad

Way Out West Roots Music - Dave Steel & TheBdLewis
by TheBdLewis
358 views

Ohio Growth Summit Intro
by OhioSBDC
119 views

Siena
by EckhardtTiffany
84 views

Simon Llewelyn Evans - Draw Mountains
by drawmountainsthere
308 views

Ohio

Small Business
Development Centers

YouTube

Search

Browse Movies Upload Create Account Sign In

Guy_Mower - 2.mov

OhioSBDC + Subscribe 50 videos



David Rivers
Ohio Small Business Development Center

- Confidential, In-Depth, One-on-One Advising with Certified Business Advisors at No Cost
- Innovative Business Solutions
- Growth Oriented Training, Workshops, Seminars, and Conferences

www.sbdcfreeadvice.net

0:02 / 9:52

#1 Real Estate Franchise
by hvfranchise1
2,357 views
Ad

Timothy_Starr.mov
by OhioSBDC
66 views

Andrew Moon on the Ohio Growth Summit
by OhioSBDC
50 views

Video 25.MP4
by OhioSBDC
29 views

Kip R. On OGS
by OhioSBDC
22 views



Small Business
Development Centers

SM Management

You can manage your sites from a single tool.

You don't have to go to each site and it **doesn't** take that long.



Small Business
Development Centers

Hootsuite.com

HootSuite Social Media Management Tool

HootSuite Pro offers an all-in-one tool to efficiently leverage your social networks and drive business growth



Benefits of HootSuite Pro



ORGANIZE

All Your Social Networks in One Place



MONITOR

Your Online Conversations with Ease



ENGAGE

with Existing or New, Highly Targeted Customers



ANALYZE

Your Tweets and Posts to Optimize Your Social Outreach



COLLABORATE

and Assign Tasks to Improve Workplace Efficiency



LEARN

Up-to-Date Skills to Enhance Your Social Media Efforts

Start my 30-Day
FREE Trial



Join over 3 million users who have signed up to HootSuite

Ohio

Small Business
Development Centers

Hootsuite.com

The screenshot displays the Hootsuite.com interface with a top navigation bar containing a "Compose message" field, a "Send Now" button, and social media icons for Twitter, Facebook, and LinkedIn. Below the navigation bar, there are tabs for "MichaelBowers", "Ohio_SBDC", and "Featured". The main content area is divided into three columns:

- Home Feed (MichaelBowers):** Contains tweets from SI_PeterKing, EntMagazine, Flotrack, bikerly, eiradioshow, and avitricks.
- @MichaelBowers/the-cool-kid (List):** Contains tweets from CherylHarrison, LauraScholz, jonmyers, Figliuolo, LauraScholz, and CherylHarrison.
- @MichaelBowers/re-tweetabl (List):** Contains tweets from ginidietrich, Rieva, Rieva, Rieva, WSJ, and Rieva.

Each tweet includes a profile picture, name, time, and text content with links and retweet options.

Ohio

Small Business
Development Centers

Final Thoughts (Almost Done)



Ohio

Small Business
Development Centers

Put Your SM On Everything



Ohio | Small Business Development Centers

Final Thoughts

Be Strategic. What do you Want to accomplish?

Always Think **Community**.

Engage, Engage, Engage.



Small Business
Development Centers

Final Thoughts

Be Heavy on Content.

Don't Push, Lead.



Small Business
Development Centers

Final Thoughts

Be Patient.

Social is a long term strategy that will build long term client/customers.

Create Small Successes.



Small Business
Development Centers

Final Thoughts

Create Value



Small Business
Development Centers

Where Am I?

E-mail	mbowers3@csc.edu
Twitter	@MichaelBowers and @Ohio_SBDC
Google +	http://gplus.to/MichaelBowers
Facebook	https://www.facebook.com/michael.bowers https://www.facebook.com/SBDC.Columbus https://www.facebook.com/Ideas2Deals
DailyMile	http://www.dailymile.com/people/mdb030
LinkedIn	http://www.linkedin.com/in/mbowers030
Blog	http://www.ideas2deals.com/
Ohio SBDC	http://www.sbdccolumbus.com/



Small Business
Development Centers

If You Choose to Participate...



**Do or Do Not...
There Is No Try!**



Small Business
Development Centers

For Information on SBDC Activities

Ohio

Small Business
Development Centers

The Ohio SBDC at Columbus State

p. 614-287-5294

www.SBDCColumbus.com
