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Cave Associates

Social Media Marketing Plan

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Executive Summary:

Cave Associates is a full-service commercial real estate company located in the Twin Cities area. They provide office and retail space, brokerage services, build outs, space planning, and building engineer services. They are a key player in commercial real estate services in the area. They are a small business and have been offering real estate services for over 25 years.

The objective of this social media plan is to target medical professionals between the ages of 35-45.

Cave Associates lacks a strong online presence, their website is outdated, and they have been slow to embrace the opportunities that social media can provide. The main reason that they are remaining in the social shadows and are reluctant to adopt social media is their fear of exposing sensitive information to their competitors (most of which is already available and accessible online).

Transactional selling is dying off. Today's consumers value communication and long-term relationships and those consumers are using social media. If Cave Associates doesn't adopt social media to communicate with them, someone else will. The commercial real estate companies that can effectively use social media to communicate, build relationships, identify their potential customers and influencers, and provide customer service faster than their competition, have a great advantage.

The implementation of this social media plan will increase our online presence, improve our website engagement, and increase our brand loyalty.

The Purpose Statement:

Many businesses today realize it would be beneficial to implement a social media marketing plan; however, they have been hesitant. Social Media Marketing is a relatively new platform; there's not decades of research and results published, no tried and true rule book or user manual available, and for many business owners there are fears associated with putting your information "out there". You may wonder why you should use social media, could it have negative effects, and how will it benefit you and your company? The first thing to consider is, given our technology based society; virtually all your basic business information is available to anyone online. By using social media, you will not be giving away any information competitors can't already easily obtain. Additionally, social media has grown into a global phenomenon, with hundreds of millions of users throughout the world. With this many people logging in daily, there is virtually unlimited access to potential customers. Cave Associates has

become successful by offering value and superior customer service; building lasting relationships and loyal customers. Social media is an excellent way to continue to build those relationships, as well as reach new clients. Integrating social media into your comprehensive marketing plan will allow you to reach a broader customer base, increase customer satisfaction and brand loyalty, gain valuable information and produce new ideas, and drive traffic to your website; all for a minimal financial investment. This plan will help you navigate through the social media marketing platform and profit from its many benefits.

Situation Summary:

Cave and Associates: “Our mission is to put our commercial real estate expertise to work for our clients so that they can focus on their core business. We do this by providing them with clean, well-maintained, trouble-free space tailored to their unique needs, and by being personally and immediately responsive to their requests”

Core Values: The core values are represented in the Mission and Principles statements, as well as demonstrated in excellent customer service, flexible and accommodating terms, and pride in how the properties are maintained.

Our employees have highly respectable working relationships. Our leaders and staff follow strong ethical standards; many of our employees attend the same church, and volunteering and community involvement are encouraged.

Located in Roseville, MN

Financially: Annual Revenue of \$1 - \$5 million

Employees 14

Products: Commercial Real Estate Services; office and retail sales and leasing, commercial remodeling, tenant representation, building engineer services

SWOT Analysis

Strengths

- The longevity in the communities
- Ranked high in Google search
- Customer Loyalty
- Flexible terms
- Affordable
- Quality product
- Property maintenance
- Responsive service

Weaknesses

- Lack of online presence
- Website should be updated and made current with the today's trends
- Logo needs to be associated with industry
- Reluctance to engage in social media due to exposure

Opportunities

- More remodeling or build outs.
- Potential for improved use of social media to obtain new clientele
- Unique spaces available for future potential clients.
- Rebounding Economy

Threats

- Competitors
- Vacancy Rate
- Delinquent accounts.
- Space in new, high end buildings now offered at a lower rate due to the current economic environment, causing stiffer competition.

Competitor Analysis

These three companies are located in the same geographical area as Cave Associates.

The three companies we have chosen to look at for our competition are:

1: Real Estate Advisors- www.mnrea.com

- Annual Revenue is under \$500,000
- Employees-2
- *Real Estate Advisors* have no Facebook account
- Linked In; both partners have LinkedIn accounts, by invitation only.
- They don't appear to have any type of any other social media sites listed.
- They offer two locations in the Twin Cities
- They have client success stories, case study links, and testimonials on their website. Their website is easy to navigate; however, this appears to be the only publically available web based platform they are currently using to engage their customers.

2. Roseville Properties Management Company- www.roseprop.com

- Annual Revenue is \$500,000-\$1million
- Employees – 5-10
- They have a Facebook account; however, it is difficult to locate on them on Facebook since the owner has linked in account.
- Their website offers the latest trends in the market of commercial real estate
- Individuals may sign-up to receive a newsletter providing information on RPMC's available properties.
- They offer office space available for lease and for sale
- Warehouse space in numerous locations.

3. My Space Finder- www.myspacefinder.com DBA Radatz Walsh

My Space Finder also does business as Radatz Walsh

- Annual Revenue is \$1-\$5 million
- Employees- 8-10
- The business, Radatz Walsh, has a Facebook account, no profile on Twitter, and only one owner has a LinkedIn account.
- Their website gives you a step by step process to follow when searching for space to lease.
- They provide information on how to contact the company.
- They offer office space available for lease and for sale.

Market Segmentation

This social media plan is targeting the medical professional community.

Home Health Care: Home health care or supportive care is provided in the patient's home, by licensed health care professionals. A home health care provider's will go directly to the door of a patient that may need home care; which will require them to have extra added vehicles for making home health care calls. They may need extra parking places for mobile vans. Tenants may require extra storage space for wheelchairs and walkers. They need office space for support staff for scheduling appointments, and other administrative duties.

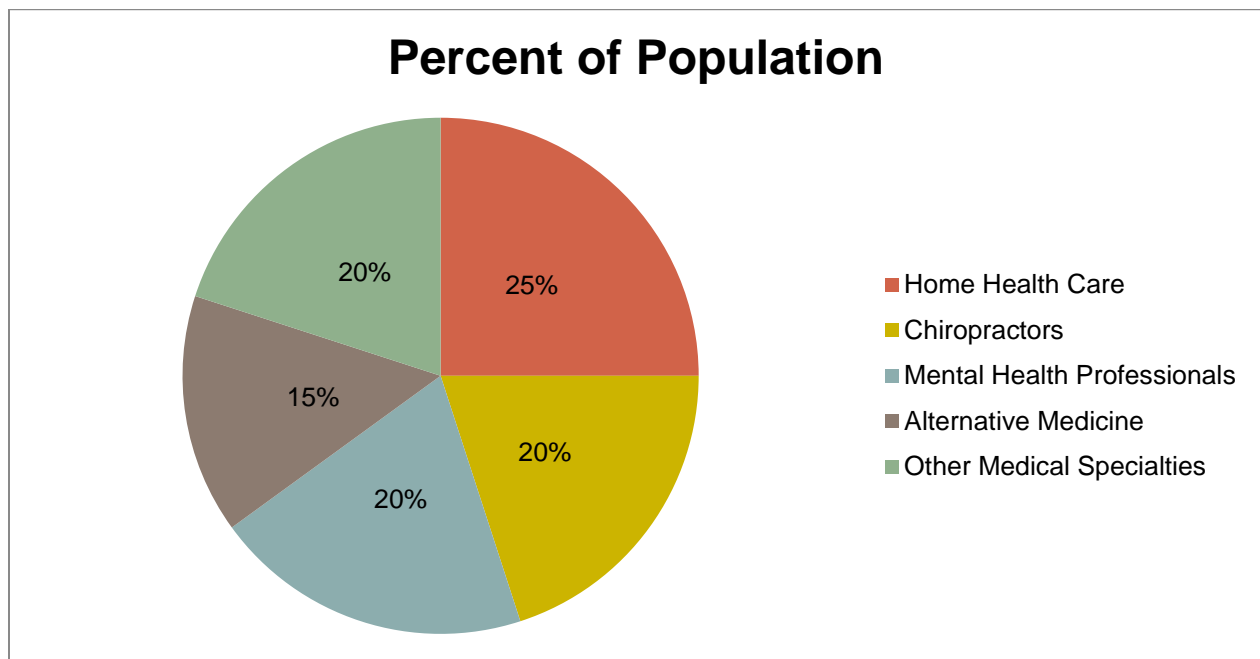
Chiropractors: Doctor of Chiropractic (D.C.) is a degree of chiropractic for chiropractors in North America. Chiropractors practice chiropractic medicine, a health care profession concerned with the diagnosis, treatment and prevention of disorders of the neuromusculoskeletal system and the effects of these disorders on general health Chiropractic care. Chiropractors often need individual rooms for patient care; a reception area community area for physical therapy, handicap accessible space an area for doctors office space and patient care. They will also need a front reception area for patient check in, and an office space for billing, and clerical duties.

Mental Health Professionals: A health care practitioner offers services for the purpose of improving an individual's mental health or to treat mental illness; these fall under categories, such as; mental health issues or chemical dependency. These providers will need a front desk reception area, play area for children, for patients checking in. They will need 2-3 rooms available for patient care, billing office and administrative office. They often require extra added insulation to assure privacy. Doctors may require having their own private office space.

Alternative Medicine: Medical professionals that fall outside the standard medical profession and are often not commonly accepted by all medical professions and insurance carriers. Some of the following professionals that may fall in this category are: Herbal and supplemental medicine, acupuncture and massage therapy. These would require a reception area for check in, doctors' offices, more climate controlled storage area, and a quiet, relaxing atmosphere and may occasionally need equipment or considerations in patient rooms.

Other medical Specialties: Some of the other medical specialties that don't fall in any of the above categories may include; ophthalmologist, dental offices, orthodontists, ENT specialists, and vein clinics. Often they require a chemical free or specific cleaning

products or supplies. They would also require a reception area, doctor's office, patient rooms; they will require a testing area for specialized testing.



The four P's: Product, Price, Place and Promotion:

Product: Cave Associates is a full-service commercial real estate company. We have become synonymous with personal, immediate, responsive service; expert, timely build outs; and clean, well-maintained, trouble-free space tailored to our customer's unique needs - all of which translate into true value - the kind that earns loyalty and long-term tenants. Our mission is to put our commercial real estate expertise to work for our clients, so that they can focus on their core business

Price: We offer many flexible pricing options to suit each individual's specific needs.

Office and Retail Leasing - We offer very competitively priced office and retail rates of \$8.00-\$25.00 per square foot. Most of our pricing are gross rates, which include all expenses except phone & data plans.

Build Outs and Space Planning – We will bid an entire job completed on your location, or bid a partial project on a Time & Material (T&M) basis at an hourly rate of \$50.00. If you are a tenant at one of our properties, the cost of your build out can be negotiated as part of your lease and included as part of your monthly lease payment, paid up front, or a combination of both.

Building Engineer Services - Every property requires a "Walk-Through" on a daily basis. This is necessary to ensure the appearance, cleanliness and maintenance aspects meet the owner's expectations, along with providing their Tenants with top-notch service. Our monthly fee for this service is \$600.00 per month. Additional services can be provided as needed on a T&M basis for \$50.00 per hour.

Place: Cave Associates primary office is located in Roseville, Minnesota, with a satellite office located in Fridley, Minnesota. They currently offer office, retail and warehouse space available in 19 locations throughout the Twin Cities Metropolitan Area, including Roseville, Maplewood, Fridley, Lake Elmo, Brooklyn Center and Eagan. Due to their comprehensive services, it is likely additional twin cities locations may be added as their business grows and expands. In addition to locations available for commercial space leasing, they offer services to business owners at their own place of business, located anywhere throughout the twin cities area. Minneapolis–Saint Paul is the most populous urban area in the state of Minnesota, and is composed of 182 cities and townships built around the Mississippi, Minnesota and St. Croix rivers, according to the Metropolitan Council's "Snapshot of the Region". The area is part of a larger U.S. Census division named Minneapolis–St. Paul–Bloomington, MN-WI. According to the 2010 census, conducted by the U.S. Census Bureau, it is the country's 16th largest metropolitan area, composed of 11 counties in Minnesota and two counties in

Wisconsin, and has a population of 3,317,308. This offers vast possibilities for new customers and continued growth within their current area of operation.

Promotion:

- Facebook
- Twitter
- Company Website
- Company Blog
- Company Newsletter
- E-mail
- Google Advertising Products
 - AdWords
 - Places
 - Business Listings
 - Google+
- EzineArticles.com
- Getlisted.org
- Constant Contact

Goal and Objectives:

1. Improve Website Engagement
 - a. Decrease the 'exit/bounce rate' time (a visitor leaving the website in less than 30 seconds) from 80% to 50% within 6 months (by 11/14/13).
 - b. Meet the customer's need for photographic elements on the website and increase the visual appeal by improving the existing photo gallery and adding a scrolling photo gallery to the home page within six months (by 11/14/13).
 - c. Launch an email marketing campaign by building a mailing list of prospective and current customers within 60 days (by 7/14/13).
2. Increase Online Presence
 - a. Get found on first page of Google search for the following keyword phrases within 6 months (by 11/14/13) for the following keyword phrases: "office space for lease in (each location)" and "commercial space for lease in (each location)".
 - b. Add a blog on the company website within 45 days (by 6/28/13).
 - c. Increase Facebook Likes from 99 to 200 within 6 months (by 11/14/13).

3. Increase Brand Loyalty
 - a. Gather 10 customer testimonials and post on the website within 3 months (by 8/14/13).
 - b. Build relationships with current and potential customers by developing and implementing 5 new green initiatives from ideas produced through crowd sourcing within 4 months (by 9/14/13).
 - c. Host a Spring Flower Fling by Friday, 6/14/13.

Strategies by Network, Community and Blog Categories

1. Website Redesign [Appendix A, B, & L]

Platform: Company Website

Approach: Have the company website redesigned with an emphasis on making the home and landing pages visually appealing and engaging. This redesign will include an updated look and layout, a visually appealing and user-friendly navigation system, a better masthead design and image, and more in-depth content about the company and its services on the home page. When the visitor lands on the home page or landing pages they will immediately know what the purpose of the site is, what services the company offers and what they, as a visitor, should do. Also, add an attention getting, above-the-fold, opt-in box to each page of the website to collect contact information from site visitors. "Above the fold" means that the visitor doesn't need to scroll down to see it. This redesign will require getting bids from web design/development companies. The redesign of the website will be outsourced. During this redesign the "About" pages will also be updated.

Strategic Metrics: Google Analytics and/or Advanced Web Statistics 6.6, an analytic tool offered through Evolve Systems, the current web design/development company will be used to monitor the success of this strategy. Has the exit/bounce rate decreased? Are the visitors staying on the website longer? Are they viewing more pages?

Objective: This strategy ties back to: Decrease exit/bounce rate time (a visitor leaving the website in less than 30 seconds) from 80% to 50% within 6 months.

2. Keyword Optimize Site [Appendix C]

Platform: Company Website

Approach: Create a keyword list of 50 keywords and/or keyword phrases that have less competition and a higher local monthly search rate. Include location specific keywords/phrases on this list. Use this list of keywords/phrases to keyword optimize all

content on the site including site/page titles, page/post headlines, page/post content, and alt-text on all images. Emphasize/bold face all key sentences that also include target keywords.

Strategic Metrics: Google Analytics and/or Advanced Web Statistics 6.6, an analytic tool offered through Evolve Systems, the current web design/development company will be used to monitor the success of this strategy. Has the exit/bounce rate decreased? Are the visitors staying on the website longer? Are they viewing more pages?

Objective: This strategy ties back to: Decrease the exit/bounce rate time (when a visitor leaves the website in less than 30 seconds) from 80% to 50% within 6 months.

3. **Scrolling Photo Gallery**

Platform: Company Website

Approach: Add a scrolling photo gallery to the home page with links to their original source on the website. This will be accomplished with existing photos and new photos will be added as they are taken.

Strategic Metrics: Google Analytics and/or Advanced Web Statistics 6.6, an analytic tool offered through Evolve Systems, the current web design/development company will be used to monitor the success of this strategy. Are visitors viewing these albums? If so, are they staying on the site longer and/or viewing more pages?

Objective: This strategy ties back to: Meet the customer's need for photographic elements on the website and increase the visual appeal by improving the existing photo gallery and adding a scrolling photo gallery to the home page within six months (by 11/14/13).

4. **Photo Albums**

Platform: Company Website

Approach: Add additional albums to the photo gallery. Include an album for volunteer activities, special events, building improvements and each building. This will be accomplished with existing photos and new photos will be added as they are taken.

Strategic Metrics: Google Analytics and/or Advanced Web Statistics 6.6, an analytic tool offered through Evolve Systems, the current web design/development company will be used to monitor the success of this strategy. Are visitors viewing these albums? If so, are they staying on the site longer and/or viewing more pages?

Objective: This strategy ties back to: Meet the customer's need for photographic elements on the website and increase the visual appeal by improving the existing photo gallery and adding a scrolling photo gallery to the home page within six months (by 11/14/13).

5. **Start a Mailing List**

Platform: Constant Contact [Appendix E] and the company website

Approach: Sign up for an account with Constant Contact, choose an email newsletter template and customize it, create a welcome letter and add an attention-getting, above-the-fold opt-in box to the website pages. [An opt-in box is a form that collects a site visitor's name and email address for the purpose of marketing to them via email and "above-the-fold" means that a site visitor doesn't need to scroll down to see the opt-in box.] Offer a free "Moving Checklist" and a free "Step-by-Step Process When Searching to Lease Space" to encourage visitors to enter their name and email address in the opt-in box. Email and ask all current customers and contacts to go to the website and use the opt-in box to sign up for future newsletters, so that they don't miss out on important information, news and events. Send out welcome emails to all new subscribers (these should be setup to go out automatically through Constant Contact) and send out follow up emails to all new subscribers. Send out a newsletter each week with titles, excerpts and links to all the new posts/content on the website/blog and information about upcoming contests, events and other news. Some of the goals of email marketing include brand awareness, conversion (converting email recipients into a customer), and brand loyalty.

Strategic Metrics: Constant Contact's real-time tracking and reports will be used to track the number of new subscribers to the email list. Google Analytics and/or Advanced Web Statistics 6.6 will be used to monitor whether or not the traffic has increased due to the weekly newsletters. New customers will be manually monitored and counted.

Objective: This strategy ties back to: Launch an email marketing campaign by building a mailing list of prospective and current customers within 60 days (by 7/14/13).

6. **Complete listings on getlisted.org** [Appendix K]

Platform: getlisted.org (Includes: FourSquare, Yellow Pages, CitySearch, Hotfrog, Localeze, Best of the Web, Google+, Superpages, Bing, Infogroup, Yelp, and Yahoo)

Approach: There are two locations for Cave Associates. Add the other seventeen locations. Complete missing and unclaimed listings and edit/update found listings.

Strategic Metrics: Google Analytics and/or Advanced Web Statistics 6.6, an analytic tool offered through Evolve Systems, the current web design/development company will be used to monitor the success of this strategy.

Objective: This strategy ties back to: Get found on first page of Google search for the following keyword phrases within 6 months (by 11/14/13) for the following keyword phrases: “office space for lease in (each location)” and “commercial space for lease in (each location)”

7. **Keyword-rich “Location Articles”** [Appendix C,D, & J]

Platform: Blog/Company Website, EzineArticles.com, Facebook, and Twitter

Approach: Write a keyword-rich article for each location using location-based keyword phrases from the list created in in the Keyword Optimize Site strategy. Post one article to the blog/website each week. Re-purpose/re-write/spin these articles and submit them to ezinearticles.com making sure that they are different enough to not appear as duplicate content by Google. Include articles, such as: a personal article about a tenant (interview the tenant), an article about a tenant’s business (interview the tenant or solicit their story through an email), an article about a specific building, and an article about the green initiatives incorporated into one of the buildings to satisfy the needs of a tenant. Share each article on Facebook and tweet about each article on Twitter.

Strategic Metrics: Google Analytics and/or Advanced Web Statistics 6.6, an analytic tool offered through Evolve Systems, the current web design/development company will be used to monitor the success of this strategy.

Objective: This strategy ties back to: Get found on first page of Google search for the following keyword phrases within 6 months (by 11/14/13) for the following keyword phrases: “office space for lease in (each location)” and “commercial space for lease in (each location)”

8. **Content is King!**

Platform: Blog/Company Website and Hootsuite [Appendix D]

Approach: A blog platform will be added to the company website and will support comments. Social sharing and following buttons will be added. We will publish a post to the blog a *minimum* of once per week. Each post will be keyword-rich and will include links to related articles. We will create a list of post/article ideas in advance and use the ideas that are received from crowd sourcing and Facebook contests. We will write the content/posts one week or more in advance so we don’t have to experience any last-minute stress. We will schedule posts to be published on Tuesdays. We will share all new posts to Facebook and Twitter.

Strategic Metrics: Google Analytics and/or Advanced Web Statistics 6.6, an analytic tool offered through Evolve Systems, the current web design/development company will be used to monitor the effect on traffic and what content the visitors like. Constant Contact will be used to measure the effect on new subscriptions. Visitor comments on the website/blog, Facebook analytics and Twitter retweets will also be taken into account when measuring the success of this strategy.

Objective: This strategy ties back to: Add a blog on the company website within 45 days (by 6/28/13).

9. **Post to Facebook**

Platform: Facebook

Approach: We will post on Facebook a minimum of three times per week. At least one of these will be blog posts. We will use Hootsuite to schedule the blog posts to post to Facebook and Twitter. We will request that our readers share the Facebook posts with their friends.

Strategic Metrics: The “Likes” count on the Facebook page and Facebook Insights (analytics)

Objective: This strategy ties back to: Increase Facebook Likes from 99 to 200 within 6 months (by 11/14/13).

10. **Facebook “Like” Contest** [Appendix F]

Platform: Facebook and the company website (officehere.com)

Approach: Launch a Facebook “Like” contest on Wednesday, 7/10/13. The contest will end at noon on Wednesday, 7/31/13. The winner will be randomly chosen from the entries received and will receive a free office painting (up to 500 sq. ft.). You do not need to be a tenant to participate; but, you must be located within 25 miles of Roseville (according to Google Maps). If we reach 300 likes on our page we will also have a 2nd prize drawing for a \$25.00 gift certificate to the restaurant of your choice. Refer to Appendix F for more details.

Strategic Metrics: The “Likes” count on the Facebook page, the number of shares and testimonials on the Facebook page, and the number of comments, feedback forms filled out, and new email signups on our website

Objectives: This strategy ties back to: Increase Facebook page likes, Launch an email marketing campaign, build relationships with current and potential customers and Gather 10 customer testimonials

11. **Crowd Green Contest**

Platform: Blog, Hootsuite, Facebook and Twitter

Approach: We will ask our tenants for ideas of what “green” ideas we could incorporate into our buildings. We will start soliciting their ideas on Wednesday, August 7, 2013, by posting about it on the company blog, posting about it once per day on Facebook, and tweeting about it three times per day on Twitter. We will schedule these Facebook posts and Twitter tweets using Hootsuite (a social media management tool). We will share/retweet each idea that the tenants post and encourage the tenants to do the same. The contest will stop at 7:00 am on Wednesday, August 21, 2013 and all ideas will be posted on the company blog by 4:00 pm on Wednesday, August 21, 2013. Tenants will be asked to vote for the “best” idea by commenting on the blog post where the ideas are posted. The tenants will be reminded to vote via Facebook, Twitter and the company blog. Voting will take place from 4:00 pm on 8/21/13 until 4:00 pm on 8/23/13. The winner will be announced on Monday, 8/26/13, by 4:00 pm and will receive a basket of “green” products.

Strategic Metrics: The success of this crowd sourcing strategy will be measured by the number of ideas generated and the number of voters that voted.

Objective: This strategy ties back to: Build relationships with current and potential customers by developing and implementing 5 new green initiatives from ideas produced through crowd sourcing within 4 months (by September 14, 2013).

12. **Green Needs of Medical Professionals**

Platform: Blog/Company Website, Facebook, Twitter, and Hootsuite

Approach: Write an article about the special “green” build out and maintenance needs of medical professionals. This article will be posted in conjunction with the Crowd Source Green strategy and will be shared on Facebook once per day and tweeted on Twitter three times per day using Hootsuite for scheduling. We will encourage readers to share this with their friends and followers. This blog post will serve two purposes; it will spur ideas for the crowd sourcing strategy and give people a reason to visit the blog/company website.

Strategic Metrics: Comments and shares received on the blog post, Facebook, and Twitter and feedback received off-line.

Objective: This strategy ties back to: Build relationships with current and potential customers by developing and implementing 5 new green initiatives from ideas produced through crowd sourcing within 4 months (by September 14, 2013).

13. **Spring Flower Fling**

Platform: Website, Facebook and Twitter

Approach: Cave Associates will host a Spring Flower Fling event and supply the flowers, pots, and dirt. Tenants can participate individually or in groups to plant the pots. We will announce this event on the company website, Facebook page and on Twitter. We will post photos of the tenants planting their flowers and photos of the finished products on the website and on Facebook by Wednesday, 6/26/13 at 4:00 pm. Tenants can go to the website and vote on the “best pot” up until 1:00 pm on June 28th and the winner will be announced by 5:00 pm. The winner will receive a basket of gardening supplies.

Strategic Metrics: Number of participants, comments, shares, retweets and votes.

Objective: This strategy ties back to: Host a Spring Flower Fling by June 14, 2013.

Action and Implementation

<p>Long-term (more than one week) or ongoing "actions" are in blue. W=Wages / \$=Additional Funds</p>					
When	Action/How	Who	Strategy	Object Date	W/\$
Wednesday, 5/15/13 & Wednesday, 5/22/13	Add a blog platform to the company website. Make sure that the blog platform supports comments and includes sharing and follow buttons.	Julina	Content Is King!	6/28/2013	W
Starting on Friday, 5/24/13, and on each Friday thereafter	Collect and analyze the analytics data for the website, Facebook and Twitter. Monitor improvements and concerns. Determine what changes need to be made to the plan, if any, and tweak the plan accordingly.	Julina	All		W
Wednesday, 5/29/13	Create five blog/Facebook posts: one stating that the Spring Flower Fling will be in two weeks, another which states that it will be one week, another stating that it will be today, another stating that it has ended and thanking everyone for their participation, and one announcing the winner(s). Include detailed information on what the event is about.	Julina	Spring Flower Fling	9/14/2013	W
Thursday, 5/30/13	Post the post (to Facebook and the blog) that announces that the Spring Flower Fling will be starting in two weeks and email this post to all tenants, prospective tenants/customers and other business contacts.	Julina	Spring Flower Fling	9/14/2013	W
Tuesdays, 6/4/13 & 6/11/13 and Fridays 6/7/13 & 6/14/13	Research sites for ideas using Google search or web design galleries/showcases/portfolios. Refer to the list in Appendix A.	Julina	Website Redesign	11/14/2013	W

When	Action/How	Who	Strategy	Object Date	W/\$
	Sign up for an account with Constant Contact. Choose an email newsletter template and customize it. Create a welcome letter and any other suggested "automated" email letters. Set up automated emails for the "Moving Checklist" and "Step-by-Step Process" articles to go to subscribers at the same time as the welcome letters. Add an attention-getting, above-the-fold opt-in box to the website pages. Information about Constant Contact is in Appendix E.	Julina	Start a Mailing List	7/14/2013	W/\$
Thursday, 6/6/13	Post the post (to Facebook and the blog) that announces that the Spring Flower Fling will be starting in one week.	Julina	Spring Flower Fling	9/14/2013	W
Friday, 6/7/13	Email all current customers asking them to go to the website and sign up in the opt-in box to receive the weekly newsletter so that they don't miss out on important information, news and events.	Julina	Start a Mailing List	7/14/2013	W
Wednesday, 6/12/13	Write the document: "Moving Checklist"	Julina	Start a Mailing List	7/14/2013	W
Wednesday, 6/12/13	Write the document: "Step-by-Step Process When Searching to Lease Space"	Julina	Start a Mailing List	7/14/2013	W
Friday, 6/14/13	Post the post (to Facebook and the blog) that reminds everyone that today is the Spring Flower Fling. Email this reminder to all tenants, prospective tenants/customers and other business contacts.	Julina	Spring Flower Fling	9/14/2013	W
Friday, 6/14/13	Take photos during the Spring Flower Fling event of participants planting their flower pots. Take a photo of each finished pot for the website.	Julina	Spring Flower Fling	9/14/2013	W
Tuesday, 6/18/13	Meet to discuss the website redesign. Make a list of the changes we would like to see along with a list of our design needs and requirements.	Barb & Julina	Website Redesign	11/14/2013	W
Wednesday, 6/19/13	Shop for the flowers, posts, and dirt for the Spring Flower Fling.	Julina	Spring Flower Fling	9/14/2013	W/\$
Friday, 6/21/13 & Tuesday, 6/25/13	Research web design companies (services, portfolios and prices).	Julina	Website Redesign	11/14/2013	W

When	Action/How	Who	Strategy	Object Date	W/\$
Wednesday, 6/26/13	Create four blog/Facebook posts: one stating that the Facebook Like Contest will be starting in one week and another that states that it will be starting today and another one stating that it has ended and thanking everyone for their participation and one announcing the winner(s). Include the list of criteria on how to acquire entries into the contest. See appendix F for entry criteria and more information.	Julina	Facebook Like Contest	11/14/2013	W
Wednesday, 6/26/13	Add the photos from the Spring Flower Fling to the unpublished blog post that says the contest has ended, thanking the participants for their participation and reminding them to vote. Publish it to the blog. Also, publish a shortened version of this post on Facebook reminding people to go to the contest post on the blog between 6/26/13 at 4 pm and 6/28/13 at 1 pm to vote on the best flower pot by commenting on the blog post.	Julina	Spring Flower Fling	9/14/2013	W
Friday, 6/28/13	Meet to discuss the web design companies found while researching. Discuss their services, portfolios, and prices. Narrow down the list by eliminating those that don't meet our needs and requirements.	Barb & Julina	Website Redesign	11/14/2013	W
Friday, 6/28/13	Announce the winner of the Spring Flower Fling with a photo of the winning pot. Post this on the blog, on Facebook, and on Twitter.	Julina	Spring Flower Fling	9/14/2013	W
Starting on Friday, 6/28/13, and on the last Friday of each month thereafter	Create reports on the analytics data for the past month. Use graphs and charts. Forward these reports on to Barb.	Julina	All		W
Tuesday, 7/2/13	Contact the Spring Flower Fling winner and arrange for the winner to pick up the "Garden Basket" prize at the office.	Julina	Spring Flower Fling	9/14/2013	W
Start on Wednesday, 7/3/13 and do each Wednesday	Write a newsletter by compiling linked titles and excerpts of the past week's posts/articles. Include any information about upcoming contests, events, and other news.	Julina	Start a Mailing List	7/14/2013	W

When	Action/How	Who	Strategy	Object Date	W/\$
Start on Wednesday, 7/3/13 and post three times per week: Tuesdays, Wednesdays and Fridays	Post to Facebook three times per week using Hootsuite for scheduling. Two of these posts will be about the recent blog article. Request that the reader share the Facebook post with their friends.	Julina	Post to Facebook	11/14/2013	W
Wednesday morning, 7/3/13	Post the post that announces that the Facebook Like Contest will be starting in one week and email this post to all tenants, prospective tenants/customers and other business contacts.	Julina	Facebook Like Contest	11/14/2013	W
Tuesday, 7/9/13	Meet to make a final decision on which web design company to outsource to.	Barb & Julina	Website Redesign	11/14/2013	W
Wednesday morning, 7/10/13	Post the post that announces that the Facebook Like Contest has started and email this post to all tenants, prospective tenants/customers and other business contacts.	Julina	Facebook Like Contest	11/14/2013	W
Daily from 7/10/13 to 7/31/13	Comment and like all blog comments and Facebook posts and comments that are received as a result of the Facebook Like Contest.	Julina	Facebook Like Contest	11/14/2013	W
Daily from 7/10/13 to 7/31/13	Add new Facebook contest entries to the "entry bucket" for those that meet the Facebook Like Contest criteria on Facebook and the website/blog.	Julina	Facebook Like Contest	11/14/2013	W
Friday, 7/12/13	Make a link map of the site with SmartArt. Give to Barb for approval.	Julina	Website Redesign	11/14/2013	W
Tuesday, 7/16/13	Draw the general/template layout on paper - location of: masthead size & contents, navigation bar, search box, opt-in box, sidebar(s)?, content area, ... Give to Barb for approval.	Julina	Website Redesign	11/14/2013	W
Friday, 7/19/13	Select the colors that will be used in the design. Refer to the list of color tools in Appendix B and/or ask the web designer for suggestions. Give to Barb for approval.	Julina	Website Redesign	11/14/2013	W
Tuesday, 7/23/13 & Friday, 7/26/13	Gather all site content into folders: page content, images,...	Julina	Website Redesign	11/14/2013	W

When	Action/How	Who	Strategy	Object Date	W/\$
Wednesday, 7/24/13	Create four blog/Facebook posts: one stating that the Green Facebook contest will be starting in one week and another that states that it will be starting today and another one stating that it has ended and thanking everyone for their ideas and participation and one announcing the winner(s). Include detailed information on what the contest is about.	Julina	Crowd Green Contest	9/14/2013	W
Tuesday, 7/30/13	List examples of design elements that are to be used on the site with urls for examples or a diagram/picture. Give to Barb for approval.	Julina	Website Redesign	11/14/2013	W
Wednesday, 7/31/13, at noon	Post the post that announces that the Facebook Like Contest has ended.	Julina	Facebook Like Contest	11/14/2013	W
Wednesday, 7/31/13, at 12:30 pm	Meet with the volunteer to draw the winner of the Facebook Like Contest. If the Facebook page received 300 likes, have the volunteer also draw a second entry for the 2nd prize.	Julina	Facebook Like Contest	11/14/2013	W
Wednesday, 7/31/13, at 1:00 pm	Post the post that announces the Facebook Like Contest winner(s) to Facebook and the blog.	Julina	Facebook Like Contest	11/14/2013	W
Wednesday, 7/31/13	Email the Facebook Like Contest winner(s) if an email address is available. Request that the winner post about their win on Facebook. If a second prize was drawn, ask the winner where they would like the gift certificate from and request their mailing address.	Julina	Facebook Like Contest	11/14/2013	W
Wednesday, 7/31/13	Post the post (to Facebook and the blog) that announces that the Green Facebook contest will be starting in one week and email this post to all tenants, prospective tenants/customers and other business contacts.	Julina	Crowd Green Contest	9/14/2013	W
Wednesday, 7/31/13	Write an article about the special "green" build out and maintenance needs of medical professionals.	Julina	Green Needs of Medical Professionals	9/14/2013	W
Friday, 8/2/13	Meet to go over all of the "design package" before sending it on to the web designer.	Barb & Julina	Website Redesign	11/14/2013	W

When	Action/How	Who	Strategy	Object Date	W/\$
Tuesday, 8/6/13	Send "design package" to the web designer: link map, layout, colors, content, design element list/examples,...	Julina	Website Redesign	11/14/2013	W/\$
Wednesday, 8/7/13	Set up/schedule the office painting with the Facebook Like Contest winner and the painters.	Julina	Facebook Like Contest	11/14/2013	W/\$
Wednesday, 8/7/13	If there was a 2nd prize winner for the Facebook Like Contest, go to the winner's restaurant of choice and purchase the gift card.	Julina	Facebook Like Contest	11/14/2013	W/\$
Wednesday, 8/7/13	If there was a 2nd prize winner for the Facebook Like Contest, mail the winner the gift card.	Julina	Facebook Like Contest	11/14/2013	W
Wednesday, 8/7/13	Post the post (to Facebook and the blog) that announces that the Green Facebook contest has started and email this post to all tenants, prospective tenants/customers and other business contacts.	Julina	Crowd Green Contest	9/14/2013	W
Wednesday, 8/7/13 - Friday, 8/23/13	Comment on and like all ideas shared on Facebook that are received as a result of the Green Facebook contest.	Julina	Crowd Green Contest	9/14/2013	W
Wednesday, 8/7/13	Post the "Green Needs" article to the blog.	Julina	Green Needs of Medical Professionals	9/14/2013	W
Wednesday, 8/7/13 - Wednesday, 8/21/13 - once per day	Post the "Green Needs" article to Facebook. Use Hootsuite to schedule these tweets. Encourage readers to share this post with their friends.	Julina	Green Needs of Medical Professionals	9/14/2013	W
Wednesday, 8/7/13 - Wednesday, 8/21/13 - three times per day	Tweet about the "Green Needs" article on Twitter. Use Hootsuite to schedule these tweets. Encourage readers to retweet.	Julina	Green Needs of Medical Professionals	9/14/2013	W
Wednesday, 8/7/13	Sign up for a Hootsuite account.	Julina	Post to Facebook and Green Facebook Contest	9/14/2013	W

When	Action/How	Who	Strategy	Object Date	W/\$
Wednesday, 8/14/13	Add the Green Facebook contest ideas, from the past week, to the unpublished blog post that says the contest has ended. Do not publish this yet. It will be published when the contest ends.	Julina	Crowd Green Contest	9/14/2013	W
Wednesday, 8/14/13	Copy testimonials received on the Facebook page during the Facebook Like contest to the Testimonials page on the website.	Julina	Facebook Like Contest	11/14/2013	W
Wednesday, 8/14/13	Compile a list of feedback received on the website feedback/contact form during the Facebook Like contest and forward the list on to Barb.	Julina	Facebook Like Contest	11/14/2013	W
Wednesday, 8/21/13	Create a list of 50 keywords/keyword phrases - using Google Adwords and other free keyword tools. Include location specific keywords/keyword phrases on this list. Refer to Appendix C for additional keyword tools.	Julina	Keyword Optimize Site	11/14/2013	W
Wednesday, 8/21/13	Add the Green Facebook contest ideas, from the past week, to the unpublished blog post that says the contest has ended and publish it to the blog. Also, publish a shortened version of this post on Facebook reminding people to go to the contest post on the blog between 8/21/13 at 4 pm and 8/23/13 at 4 pm to vote on the best idea by commenting on the blog post.	Julina	Crowd Green Contest	9/14/2013	W
Wednesday, 8/21/13	Shop for the basket and "green" products for the Green Facebook Contest.	Julina	Crowd Green Contest	9/14/2013	W/\$
Tuesday, 8/27/13	Announce the winner of the Green Facebook Contest on Facebook, the blog, and Twitter.	Julina	Crowd Green Contest	9/14/2013	W
Tuesday, 8/27/13	Contact the Green Facebook Contest winner and arrange for the winner to pick up the "Green Basket" prize at the office.	Julina	Crowd Green Contest	9/14/2013	W
Start on Wednesday, 8/28/13. Spend 30 minutes each week on Wednesdays until the project is finished.	Optimize all of the content on the site with the list of keywords/keyword phrases. Include: site/page titles, page headlines, page content, and alt-text on all images. Emphasize/bold face all key sentences that also include target keywords.	Julina	Keyword Optim Site	11/14/2013	W

When	Action/How	Who	Strategy	Object Date	W/\$
Start on Wednesday, 8/28/13 and write an article each Wednesday to be posted the following week. Write the eleventh/last article on 11/6/13.	Write a keyword-rich article for each location-based keyword phrase from the list created in the Keyword Optimize Site strategy. Post one article to the blog each week. Rewrite/repurpose/spin this article and submit it to ezinearticles.com, making sure that they do not appear as duplicate content. Share these articles on Facebook and tweet about them on Twitter. See appendix D for ideas on content. Add to this list whenever an idea surfaces.	Julina	Keyword-rich Location Articles	11/14/2013	W
Tuesday, 9/3/13	Sign up for Google Analytics when the website has been completed. This date depends on when the web design company has the site redesign finished.	Julina	Website Redesign	11/14/2013	W
Wednesday, 9/4/13	Add a scrolling gallery to the home page with links to their original source page on the website.	Julina	Scrolling Photo Gallery	8/14/2013	W
Start on Wednesday, 9/11/13. Do two photo albums each week until finished.	Add additional photo albums to the photo gallery: volunteer activities, special events, building improvements and each building.	Julina	Photo Albums	8/14/2013	W
Start on Wednesday, 9/18/13. Do 30 minutes each week until project is done.	Finish the listings for the two Cave Associate locations already on getlisted.org and create and complete listings for the other seventeen locations.	Julina	Complete Listings on Getlisted.org	11/14/2013	W

Financial Statement

The expenses for this social media plan are for 6 months.

Item #	Description	Quantity	Attached to Goal/Objective	Cost Each	Total Cost
1	Redesign the website	1	1a	\$ 2,500.00	\$ 2,500.00
2	Constant Contact - monthly	6	1c	\$ 15.00	\$ 90.00
3	Office painting - 500 sq. ft. - labor - 4 Hours @ \$30.00/hour	4	2c & 3a	\$ 30.00	\$ 120.00
4	Office painting - paint - 500 sq. ft.	1	2c & 3a	\$ 30.00	\$ 30.00
5	Gift card for restaurant	1	2c & 3a	\$ 25.00	\$ 25.00
6	Basket of "green" products	1	3b	\$ 75.00	\$ 75.00
7	Implementing five "green" initiatives	5	3b	\$100.00	\$500.00
8	Basket of gardening supplies	1	3c	\$ 75.00	\$ 75.00
9	Pots, flowers and dirt	1	3c	\$ -	\$ -
10	Wages to implement and monitor the social media plan at 6 hours per week (26 weeks X 6 hours)	156	All goals & objectives	\$17.50	\$2,730.00

Number 9 doesn't have a cost as it is already (and has been) in the budget each year under the Tenant Retention expense category.

Conclusion

Many people are reluctant to use social media due to the risks associated with maintaining an online presence; however, *not* using social media in today's business culture is far more risky. In order for companies to become current in today trends, businesses need to incorporate new methods of engagement in order to meet the exploding demand for social media engagement. By implementing this social media marketing campaign and entering into the social media world, we will be able to offer a broader range of services to our existing loyal customers and potential future clients. In addition, will gain insights into those searching out our services and help us identify where future potential clients may exist.

In order for Cave Associates to become current with today's trends and be ready for future opportunities, change needs to happen. Some key changes would include; updating our company website to make it fresh, engaging, and current; provide a means to fulfill today's consumer's need for instant information, as well as fostering and deepening relationships, and improving communication and customer satisfaction through use of a variety of social media platforms. By implementing a comprehensive social media plan, including blogging, active social media sites, event announcements, promotions and easy access to valuable, relevant information, Cave Associates would be able to provide customers all the benefits associated with social media. In return, Cave Associates will gain valuable new leads, innovative new ideas, an increase in brand awareness and brand loyalty, and accelerated growth due to word of mouth marketing by happy customers.

The question isn't whether or not you can afford to implement this proposed social media plan, the question is, can you **afford not to**?

Appendices

Appendix A

Web Design Galleries/Showcases/Portfolios

<http://bestwebgallery.com/>

<http://www.webdesign.org/web-design-basics/web-design-showcase/page-1.html>

<http://www.thebestdesigns.com/>

<http://www.webcreme.com/>

<http://inspirationti.me/websites/portfolio>

<http://www.cssmania.com/>

<http://www.siteinspire.com/>

<http://www.csselite.com/>

<http://styleboost.com/>

<http://patterntap.com/>

<http://www.designfridge.co.uk/>

Appendix B

Color Tools

Visibone Webmaster's Color Lab

<http://visibone.com/colorlab/>

ColorExplorer – an online toolbox for working with colors.

<http://colorexplorer.com/>

Colt Tool Color Explorer - Color Picker

<http://colorexplorer.com/colorpicker.aspx>

Adobe® Kuler® is a web-hosted application for generating color themes

<https://kuler.adobe.com/#themes/rating?time=30>

ColorRotate – Colors come to life in 3D

<http://web.colorotate.org/>

Color Scheme Designer

<http://colorschemedesigner.com/>

What your brand colors say about your business (infographic):

<http://dailyinfographic.com/true-colors-branded-colors-infographic>

Colors on the Web – multiple tools and resources

<http://www.colorsontheweb.com/>

Create and find color palettes made from images

www.colorhunter.com

Color Palette Generator

<http://www.degraeve.com/color-palette/>

Website Color Match - How to match web site colors - website color scheme and color code

<http://www.hypergurl.com/colormatch.php>

Instant Eyedropper – identify the color of anything on your screen with this color picker tool

<http://instant-eyedropper.com/>

Colorpic – identify the color of anything on your screen with this color picker tool

<http://www.iconico.com/colorpic/>

Genopa - choice of tools – one is a recoloring tool - apply color to any uploaded image.

<http://www.genopal.com/>

COLOURlovers - A creative community where people share colors, palettes, and patterns.

<http://www.colourlovers.com/>

Colr - generate color schemes, pick and drop colors, and fetch colors from a website url.

<http://www.colr.org>

Color Palette FX - create a color palette from an uploaded image.

<http://www.palettefx.com/>

ColRD – create and share color inspiration with the world.

<http://colrd.com/>

Free Keyword Tools

Keyword Tools & Analyzers

<http://www.sitemapdoc.com/Keyword-Analyzer.aspx>

SEO Book List of Tools (following) can be found here:

<http://tools.seobook.com/keyword-tools/>

Google AdWords Keyword Suggestion Tool

<http://adwords.google.com/select/KeywordToolExternal>

Google Traffic Estimator (for new keywords)

<https://adwords.google.com/select/TrafficEstimatorSandbox>

Microsoft/Bing Ad Intelligence

<http://advertise.bingads.microsoft.com/en-us/bingads-downloads/bingads-intelligence>

Google Suggest Keyword Suggestion Scraper Tool

<http://tools.seobook.com/general/keyword-information/>

Wordtracker Free Keywords Tool (& training videos)

<https://freekeywords.wordtracker.com/>

Uber Suggest

<http://ubersuggest.org/>

SEO Book Keyword Suggestion Tool

<http://tools.seobook.com/keyword-tools/seobook/>

SEO Book Keyword List Generator

<http://tools.seobook.com/keyword-list/generator.php>

SEO Book Keyword List Cleaner - Bad Keyword & Number Stripper

<http://tools.seobook.com/keyword-list-cleaner/stripper.php>

SEO Book Link Suggestion Tool

<http://tools.seobook.com/general/link-suggest/>

WordStream Keyword Suggestion Tool

<http://www.wordstream.com/keywords>

Free Keyword Niche Finder from WordStream

<http://www.wordstream.com/keyword-niche-finder>

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Free Keyword Niche Finder from WordStream

<http://www.wordstream.com/keyword-niche-finder>

Free Keyword Grouper from WordStream

<http://www.wordstream.com/keyword-grouper>

Free Negative Keyword Tool from WordStream

<http://www.wordstream.com/negative-keywords>

KeywordEye

<http://www.keywordeye.com/>

WordPot Keyword Finder

<http://www.wordpot.com/>

goRank Keyword Density Analyzer

<http://www.gorank.com/analyze.php>

Google Trends

<http://www.google.com/trends/>

Google Rankings Ultimate SEO Tool

http://www.googlerankings.com/ultimate_seo_tool.php

SEO Chat Keyword Density Tool

www.seochat.com/seo-tools/keyword-density/

XML Sitemaps Keyword Density Calculator

<http://www.xml-sitemaps.com/keyword-density-tool.html>

Soovle – scrape suggest data from lots of SEs at once.

<http://soovle.com>

YouTube Keyword Tool

https://www.youtube.com/keyword_tool

WordTracker's Keyword Questions -find out questions that searchers ask - related to your keywords.

<https://freekeywords.wordtracker.com/keyword-questions/>

Keyword Lizard – create every possible combination of keywords.

<http://www.keywordlizard.com>

Appendix C page 3 of 3

Ontolo Keyword Generator – combine keyword parts to quickly generate keywords.

<http://ontolo.com/seo-keyword-generator>

Yippy – search engine that clusters keywords

<http://search.yippy.com/>

Wordle.net – create a word cloud from a list of keywords

<http://www.wordle.net/>

SpyFu - exposes the search marketing secret formula of your most successful competitors.

www.spyfu.com

Appendix D

Article/Post Ideas

Location Articles – use keyword-rich location-based keywords in these articles

- A personal article about a tenant (interview the tenant or ask them to submit their story)
- An article about a tenant's business (interview the tenant or ask them to submit their story)
- An article about a specific building
- An article about the green initiatives incorporated into one of the buildings to satisfy the needs of a tenant
- A post about a build out and photos and/or video of the process

Other Article/Post Ideas

- About the green needs of medical professionals
- About an upcoming event (Spring Flower Fling)
- About an event that recently occurred (include photos/video)
- About an upcoming contest (Facebook Like Contest, Crowd Green Contest)
- About a contest that recently occurred (include photos/video)
- Announcing upcoming news such as: the upcoming new website design, a request for all current tenants to use the opt-in form to sign up for the newsletter

Appendix E

Constant Contact

- www.constantcontact.com
- \$15.00 per month – includes templates for opt-in box, newsletters, etc. and email list management/services
- Information from the website:
- Your customers check their inbox all day, every day. You're sure to reach them when you work with Constant Contact. Build relationships, drive revenue, and deliver real results for your business.
- Design professional looking emails in minutes with customizable templates and drag-and-drop editing.
- Grow your email list and manage your contacts. Capture new contacts from your website and Facebook with integrated sign-up.
- Extend your reach and build your business with powerful social media integration.
- Track your success with real-time reporting that makes it easy to plan your next move.
- Free coaching plus online and local education from small business experts.
- Constant Contact has more than 500,000 customers worldwide.

Appendix F

Facebook “Like” Contest

Launch Date: Wednesday, 7/10/13 End Date: Wednesday, 7/31/13, at noon

Posts on Facebook and blog:

- Announce that the contest will be starting in one week
- Announce that the contest starts today
- Announce the winner of the contest

Include in posts:

- A request for a volunteer to stop into the office on Wednesday, 7/31/13, at 12:30 pm to draw the winner of the contest.
- The following contest details and criteria for acquiring entries into the contest

The contest winner will be randomly chosen from the entries received and will receive a free office painting (up to 500 sq. ft.). The winner doesn't need to be a tenant to participate; but, must be located within 25 miles of Roseville (according to Google Maps). The winner will be announced on the Facebook page and on the company website (officehere.com). If we reach 300 likes on our page we will also have a 2nd prize drawing for a \$25.00 gift certificate to the restaurant of the tenant's choice.

Each person will get the following number of entries into the drawing for:

- Liking our Facebook page (a requirement for participation): 1 entry (If you have previously “liked” our page you will automatically get one entry.)
- Share one of our posts with your friends: 5 entries
- Share your testimonial (about our company/services) on our Facebook page (you must be a current/past tenant and we will add your testimonial to our website): 10 entries
- Sign up (on our site) for our free “Moving Checklist” and a free “Step-by-Step Process When Searching to Lease Space”: 10 entries
- Comment on one of our pages or posts on our website (officehere.com) – you may comment up to three times: 5 entries each
- Fill out the “Feedback Form” on our website and let us know how we can better serve you. Not a current tenant? Let us know how we can service your needs! Current tenant feedback ideas: How can we service your needs better? Would you like to see specific information and/or articles on our website? Do you have any ideas for a specific event or contest that we should host? What do you like the most about our website or Facebook page? What would you like to see more/less of?: 10 entries

Appendix G.1

Cave Associates

Cave & Associates, Ltd.

2489 Rice St. Suite 40
Roseville, Minnesota 55113
United States [map](#)

(651) 482-9668
(651) 482-8961 Fax
www.officehere.com

Share This Profile [f](#) [in](#) [t](#) [e](#) [+](#)

Company Background & Description

Revenue: \$1 mil. - \$5 mil.
Employees: 20 - 50

Industry: [Commercial & Residential Construction](#) ,
[Construction](#) , [Real Estate](#)

SIC Codes: 1521, 6531

Products and Services: [commercial spaces](#)

People

[All 9 people verified](#)

[Set Alert](#)

Management Level

[C-Level \(1\)](#)
[Manager \(2\)](#)
[Non-Manager \(1\)](#)

Job Function

[Operations \(2\)](#)

Cave & Associates Ltd Business Information

Business Information

Location Type	Single Location	State of Incorporation	Information not found
Annual Revenue Estimate	\$1 to 2.5 million	SIC Code	653104, Real Estate Investments
Employees	10 to 19	NAICS Code	531210, Offices of Real Estate Agents & Brokers

Products or Services

Is this your company? [Add Your Products and Services](#)

Companies like Cave & Associates Ltd usually offer: Orion Real Estate Services, Jp Morgan Investment Bank, Certified Financial Planning, Rental Real Estate Investment and Best Investment Banks.

2345 Rice Street

[Roseville, MN](#)

[Find on map >>](#)

Owner: **CAVE AND ASSOCIATES LTD**

Land value: \$897,300

Building value: \$1,302,700

Total value for property: \$2,200,000

Sale date: 04/01/1994

Sale price: \$796,723

Appendix G.2

Real Estate Advisors Inc.

Real Estate Advisors Inc

80 Little Canada Rd E Suite 8
Little Canada, Minnesota 55117
United States [map](#)

(651) 777-8600

www.mnrea.com

Share This Profile [f](#) [in](#) [t](#) [e](#) [+](#)

Company Background & Description

Revenue: Under \$500,000

Employees: 1 - 5

Industry: [Real Estate](#)

SIC Codes: 6531

People

[Set Alert](#)

Management Level

[C-Level \(1\)](#)

Real Estate Advisors Inc Business Information

Business Information

Location Type	Single Location	State of Incorporation	Minnesota
Annual Revenue Estimate	\$94,000	SIC Code	6531, Real Estate Agents and Managers
Employees	2 2 **	NAICS Code	531210, Offices of Real Estate Agents and Brokers
Years in Business	Information not found		

Products or Services

Is this your company? [Add Your Products and Services](#)

Companies like Real Estate Advisors Inc usually offer: Residential Real Estate Agent, Real Estate Sale Agent, Real Estate Agent Services, Relocation Real Estate Agent and Land Real Estate Agent.

Appendix G.3

Roseville Properties Management Company

Roseville Properties Management Company

Eagan Business Commons 2915 Commers
Drive
Eagan, Minnesota 55121
United States [map](#)

(651) 405-1920
(651) 405-8252 Fax
www.roseprop.com

Share This Profile [f](#) [in](#) [t](#) [e](#) [+](#)

Company Background & Description

Revenue: \$500,000 - \$1 mil.
Employees: 5 - 10

Industry: [Real Estate](#)

SIC Codes: 6531

Company Description: For over 30 years, RPMC has been a leader in Twin Cities commercial real estate. What began in 1974 with a small portfolio of buildings in the northern St. Paul suburb of Roseville has grown through acquisition and new developments into holdings throughout the Twin Cities in excess of 2.5 million total square feet. Over the years, new ventures have widened the scope of operations across the country and into varied locales such as Des Moines, IA and Naples, FL. Services now extend beyond property management and include full real estate brokerage, development and additional warehousing/logistics services through our sister company, Strategic Warehousing. RPMC's founder, Daniel P. Commers, together with Hugh R. Cullen and Mark E. Rancone, CPM*, who both joined the firm in 1989, represent nearly a century of experience in the development, brokerage and management of commercial and multi-family residential real estate.

People

[Set Alert](#)

Management Level
[VP-Level \(1\)](#)

Appendix G.4

Radatz Walsh Corporation

RadatzWalsh Corporation

6950 France Ave. S #214
Edina, Minnesota 55435
United States [map](#)

(612) 418-0595
(952) 746-0112 Fax
www.radatzwalsh.com

Share This Profile [f](#) [in](#) [t](#) [e](#) [+](#)

Company Background & Description

Revenue: \$1 mil. - \$5 mil.
Employees: 5 - 10

Industry: [Real Estate](#)

SIC Codes: 6531

Company Description: Looking to buy, sell, lease, or build commercial property in the Minneapolis metro area? You're at the right place. We're the Twin Cities commercial real estate experts.

People

[All 3 people verified](#)

[Set Alert](#)

Management Level
[Non-Manager \(1\)](#)

Job Function
[Finance \(1\)](#)

Radatz Walsh Inc Business Information

Business Information

Location Type	Single Location	State of Incorporation	Information not found
Annual Revenue Estimate	\$500,000 to \$1 million	SIC Code	653113, Real Estate-Rental Service
Employees	1 to 4	NAICS Code	531210, Offices of Real Estate Agents & Brokers
Years in Business	Information not found		

Products or Services

Is this your company? [Add Your Products and Services](#)

Companies like Radatz Walsh Inc usually offer: Rental House, Houses For Rent, Real Estate House For Rent, Real Estates Rent and Relocation Apartments.

Appendix G.5 Page 1 of 4

Other Competitors

Greystone Real Estate also does business as Greystone Commercial, Greystone Real Estate Group Inc .

Business Information

Location Type	Single Location	State of Incorporation	Minnesota
Annual Revenue Estimate	\$1 to 2.5 million	SIC Code	653118, Real Estate
Employees	5 to 9 7 **	NAICS Code	531210, Offices of Real Estate Agents & Brokers
Years in Business	18		

Products or Services

Is this your company? [Add Your Products and Services](#)

Companies like Greystone Real Estate usually offer: Lake Property Listings, Professional Real Estate Services, Home Insurance Companies, Evergreen Real Estate Services and Intellectual Properties.

Commercial Properties Inc also does business as Commercial Properties Services Inc .

Business Information

Location Type	Single Location	State of Incorporation	Minnesota
Annual Revenue Estimate	\$1 to 2.5 million	SIC Code	653104, Real Estate Investments
Employees	10 to 19 7 **	NAICS Code	531210, Offices of Real Estate Agents & Brokers
Years in Business	12		

Products or Services

Is this your company? [Add Your Products and Services](#)

Companies like Commercial Properties Inc usually offer: Commercial Real Estate Service, Find An Apartment, Residential Brokers, Avatar Real Estate Services and Intellectual Properties.

Appendix G.5 Page 2 of 4

Real Estate Equites Inc Business Information

Business Information

Location Type	Single Location	State of Incorporation	Minnesota
Annual Revenue Estimate	\$1,600,000	SIC Code	6512, Operators of Nonresidential Buildings
Employees	25 25 **	NAICS Code	531120, Lessors of Nonresidential Buildings (except Miniwarehouses)
Years in Business	27		

Products or Services

Is this your company? [Add Your Products and Services](#)

Companies like Real Estate Equites Inc usually offer: Largest Office Buildings, Condominium Property Management, Real Estate Agent Property Management, Minnesota State Office Building and Congressional Office Buildings.

St Anthony Real Estate Company Business Information

Business Information

Location Type	Single Location	State of Incorporation	Minnesota
Annual Revenue Estimate	\$1,200,000	SIC Code	6512, Operators of Nonresidential Buildings
Employees	20 20 **	NAICS Code	531120, Lessors of Nonresidential Buildings (except Miniwarehouses)
Years in Business	62		

Products or Services

Is this your company? [Add Your Products and Services](#)

Companies like St Anthony Real Estate Company usually offer: Largest Office Buildings, Condominium Property Management, Real Estate Agent Property Management, Minnesota State Office Building and Congressional Office Buildings.

Appendix G.5 Page 3 of 4

T H Buyers also does business as T H Buyers Inc .

Business Information

Location Type	Single Location	State of Incorporation	Minnesota
Annual Revenue Estimate	\$500,000 to \$1 million	SIC Code	653118, Real Estate
Employees	5 to 9 3 **	NAICS Code	531210, Offices of Real Estate Agents & Brokers
Years in Business	21		

Products or Services

Is this your company? [Add Your Products and Services](#)

Companies like T H Buyers usually offer: Residential Real Estate Agent, Real Estate Sale Agent, Real Estate Agent Services, Relocation Real Estate Agent and Land Real Estate Agent.

Wayzata Properties LLC Business Information

Business Information

Location Type	Single Location	State of Incorporation	Information not found
Annual Revenue Estimate	Less than \$500,000	SIC Code	653118, Real Estate
Employees	1 to 4	NAICS Code	531210, Offices of Real Estate Agents & Brokers
Years in Business	Information not found		

Products or Services

Is this your company? [Add Your Products and Services](#)

Companies like Wayzata Properties LLC usually offer: Commercial Real Estate Service, Find An Apartment, Residential Brokers, Avatar Real Estate Services and Intellectual Properties.

Appendix G.5 Page 4 of 4

Re/Max Associates Plus Business Information

Business Information

Location Type	Branch	State of Incorporation	Information not found
Annual Revenue Estimate	\$5 to 10 million	SIC Code	653118, Real Estate
Employees	50 to 99	NAICS Code	531210, Offices of Real Estate Agents & Brokers
Years in Business	Information not found		

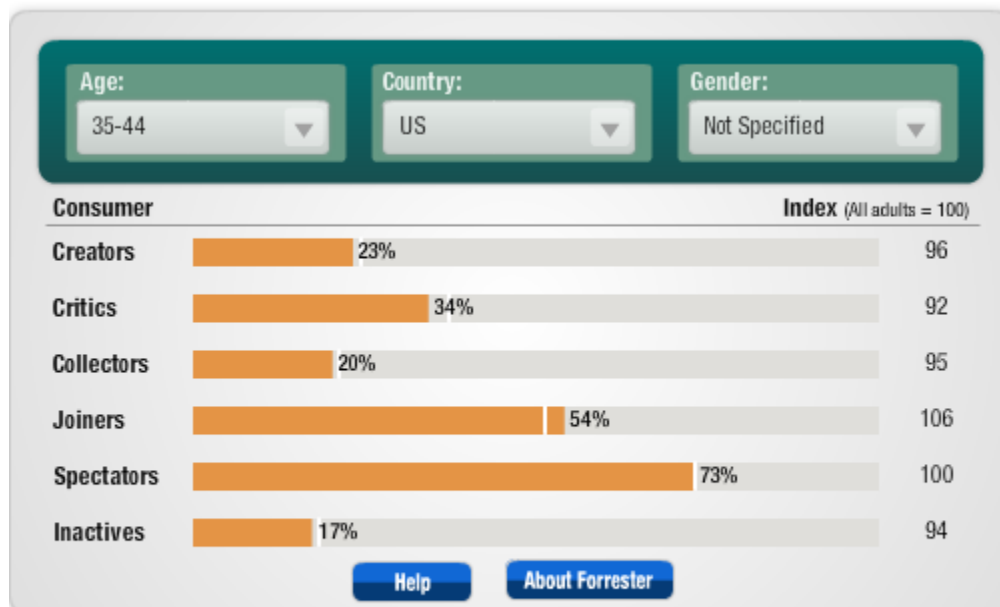
Products or Services

Is this your company? [Add Your Products and Services](#)

Companies like Re/Max Associates Plus usually offer: Commercial Real Estate Service, Find An Apartment, Residential Brokers, Avatar Real Estate Services and Intellectual Properties.

Appendix H.1

Market Data – Social Media Participation – Forrester Research



Source: Forrester Research's Consumer Technographics data.
Part of Forrester's [Groundswell](#) content.

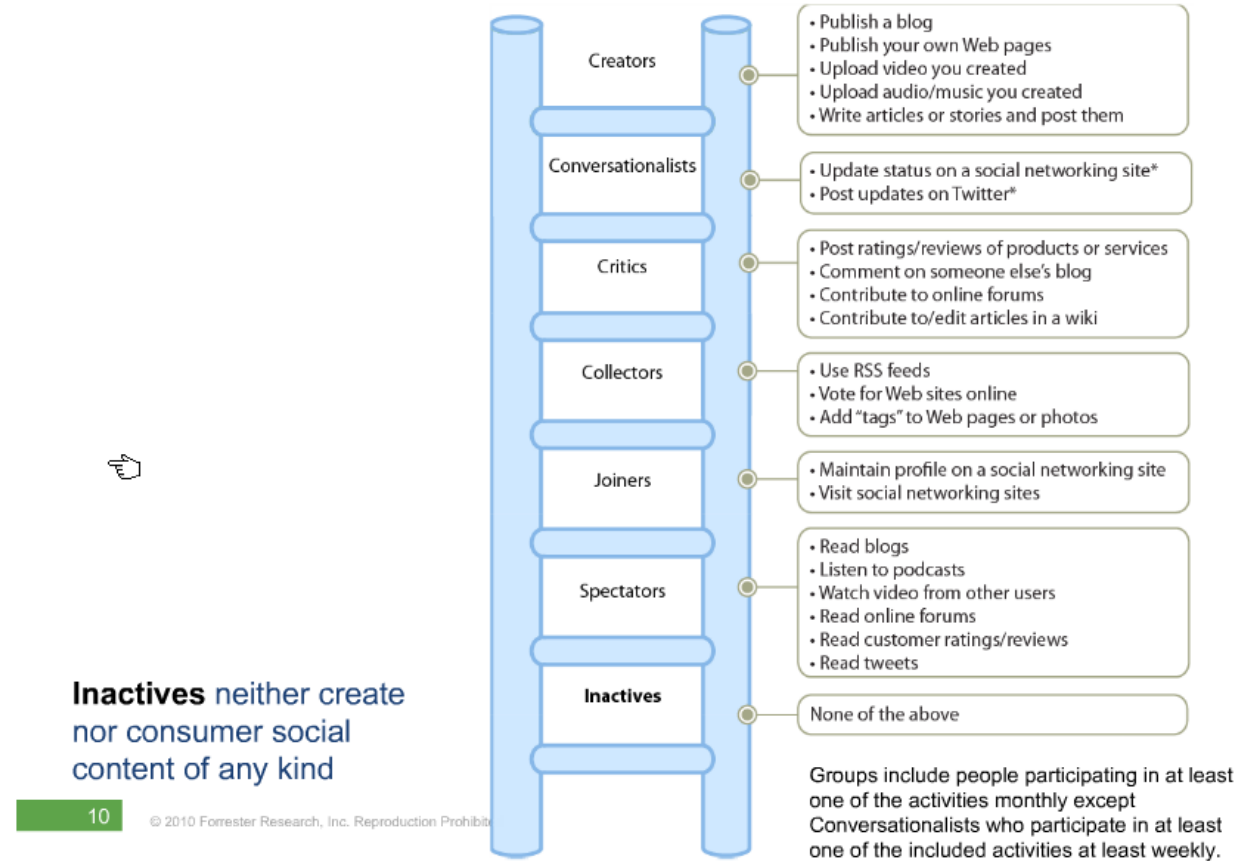
Copyright 2009 Forrester Research



Appendix H.2

The Social Technographics Ladder

The Social Technographics Ladder



Appendix J

Article Spinning (or re-writing/re-purposing) Definition from Wikipedia

http://en.wikipedia.org/wiki/Article_spinning

Article spinning is a [search engine optimization](#) technique by which blog or website owners post a unique version of relevant content on their sites. It works by rewriting existing articles, or parts of articles, and replacing elements to provide a slightly different perspective on the topic. Many article marketers believe that article spinning helps avoid the feared penalties in the Search Engine Results Pages ([SERP](#)) for using duplicate content. If the original articles are [plagiarized](#) from other websites or if the original article was used without the copyright owner's permission, such [copyright](#) infringements may result in the writer facing a legal challenge, while writers producing multiple versions of their own original writing need not worry about such things.

Website owners may pay writers to perform spinning manually, rewriting all or parts of articles. Writers also spin their own articles, manually or automatically, allowing them to sell the same articles with slight variations to a number of clients or to use the article for multiple purposes, for example as content and also for [article marketing](#). There are a number of software applications which will automatically replace words or phrases in articles. Automatic rewriting can change the meaning of a sentence through the use of words with similar but subtly different meaning to the original. For example, the word "picture" could be replaced by the word "image" or "photo." Thousands of word-for-word combinations are stored in either a text file or database thesaurus to draw from. This ensures that a large percentage of words are different from the original article.

Article spinning requires "spintax." Spintax (or spin syntax) is the list of text, sentences, or synonyms that are embedded into an article. The spinning software then substitutes your synonym choices into the article to create new, unique variations of the base article.

Contrary to popular opinion, Google until 2010 did not penalize web sites that have duplicated content on them, but the advances in filtering techniques mean that duplicate content will rarely feature well in SERPS. In 2010 and 2011, changes to Google's search algorithm targeting [content farms](#) aim to penalize sites containing significant duplicate content.

Getlisted.org

Cave & Associates Limited

2489 Rice St, Ste 40

Roseville, MN 55113

(651)482-9668

officehere.com

Listing Score:

47%

This listing is 47% complete.

[What does this score mean?](#)

[Not the business information you expected to see?](#)



Business listing not found on Google.

[Add your listing »](#)



You have claimed this listing on Bing.

[View additional details](#)



Listing found on Infogroup, claim if you haven't already.

[Claim your listing »](#)

[View additional details](#)



You have not claimed this listing on Localeze.

[Claim your listing »](#)

[View additional details](#)



You have claimed this listing on Yelp.

[View additional details](#)



Business listing not found on Foursquare.

[Add your listing »](#)



You have not claimed this listing on Yahoo.

[Claim your listing »](#)

[View additional details](#)

Appendix K Page 2 of 2



You have not claimed this listing on SuperPages.com.



Business listing not found on YellowPages.com.

[Add your listing »](#)



You have claimed this listing on CitySearch.

[View additional details](#)



You have not claimed this listing on HotFrog.

[Claim your listing »](#)

[View additional details](#)



Business listing not found on Best Of The Web.

[Add your listing »](#)



Business listing not found on Nokia.

Increase Traffic

A number of sites can also help you increase the traffic to your website via Local Search:

Insiderpages.com

Kudzu

nsphere.com / DirectoryM

Dexknows.com

Local.com

Mojopages.com

Manta.com

MacRAEsBlueBook.com

Appendix L page 1 of 2

This information is from Google

https://support.google.com/analytics/answer/1009409?hl=en&ref_topic=1120718

Bounce Rate

Bounce rate is the percentage of visits that go only one page before exiting a site.

There are a number of factors that contribute to your bounce rate. For example, visitors might leave your site from the entrance page if there are site design or usability issues. Alternatively, visitors might also leave the site after viewing a single page if they've found the information they need on that one page, and had no need or interest in visiting other pages.

Reasons for a high bounce rate

A high bounce rate can be caused by one or many different factors, including:

Single page site

If you have only one page on your site, Google Analytics doesn't register multiple page views unless visitors reload that page. As a result, single-page sites tend to have high bounce rates. To find out how people use this type of site, implement other content tracking methods, like [Events](#).

Incorrect implementation

If you're seeing a high bounce rate from a multiple-page site, check to see that you've added the tracking code to all your pages. See [Verifying your setup](#) for more information.

Site design

If all your pages contain the tracking code but you're still seeing a high bounce rate, consider:

- Redesigning the entrance (or landing) pages
- Optimizing those pages so they correlate better with the search terms that bring users to your site, with ads you're running, or with keywords you've purchased
- Changing the ads or keywords to better reflect page content

Experiment with site-wide changes to optimize your site with [Content Experiments](#).

User behavior

Other factors may be solely attributed to visitor behavior. For example, if a user bookmarks a page on your site, visits it, and leaves, then that's considered a bounce.

Improve your bounce rate

Because the design of your site and your Google Analytics implementation can affect your bounce rate, improving your bounce rate requires specific, custom changes to your site and setup. The bounce rate, and improving the bounce rate, is as individual as your business.

Analyze specific data. A general site-wide bounce rate can vary too much due to the different marketing activities that run concurrently. Consider your bounce rate for specific traffic sources. Using other dimensions, like medium, keyword, campaign, landing page, to evaluate your bounce rate can also be more actionable than your general bounce rate.

Evaluate and adjust factors that might contribute to your bounce rate, like site layout and navigation. Use only your past performances as a rubric, and try to improve your current bounce rate relative to your previous data. Provide enough time between changes to collect enough data to evaluate the impact the changes may be having on your visitors and their behaviors. Try using [Content Experiments](#) to help you.

Exit Rate vs. Bounce Rate

To understand the difference between exit and bounce rates for a particular page in your site, keep in mind three things:

1. For all page views to the page, the exit rate is the percentages that were the *last* in the session.
2. For all sessions that start with the page, bounce rate is the percentages that were the *only* one of the session.
3. The bounce rate calculation for a page is based only on visits that start with that page.

Let's clarify this last point with a simple example. Your site has pages A through C, and only one session per day exists, with the following page view order:

- **Monday:** Page A > Page B > Page C
- **Tuesday:** Page B > Page A > Page C
- **Wednesday:** Page A > exit

The content report for Page A would show 3 page views and a 50% bounce rate. You might have guessed that the bounce rate would be 33%, but the Tuesday page view granted to Page A is not considered in its bounce rate calculation. Consider that a bounce is the notion of a session with only one interaction from the visitor, and the session-centric analysis answers a simple yes/no question: "Did this session contain more than one page view?" If the answer to that question is "no," then it's important to consider which page was involved in the bounce. If the answer is "yes," then it only matters that the initial page in the session leads to other page views. For that reason, bounce rate for a page is only meaningful when it initiates the session.

