



Watering the Seeds

Grow Your Business/Career & Differentiate Yourself in 2012



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CHALLENGE

- How can we think differently today?
- How can we innovate?
- How do YOU differentiate?
- How do you communicate in 2012 & beyond?
- Are you making adjustments to your business/career?





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MY SOCIAL MEDIA STORY

- ❑ Joined Twitter March 2009
- ❑ 2010 New Years Resolution: Blog & “do social media”
– Just Do It.
- ❑ Read other CRE blogs for ideas & style
- ❑ Setup LinkedIn & got started in the brave new world





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METRICS

- 2+ Years
- Blog: ~25,000 Hits with 125 Subscribers
- Twitter: 1,815 Followers & 2,850 Tweets
- LinkedIn: 1,250 Connections
- Atlanta Business Chronicle Blogger
- Blog featured as an industry blog on GlobeSt.com





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YOUR RETURN ON INVESTMENT

Value

Relationships

Introductions
& Exposure

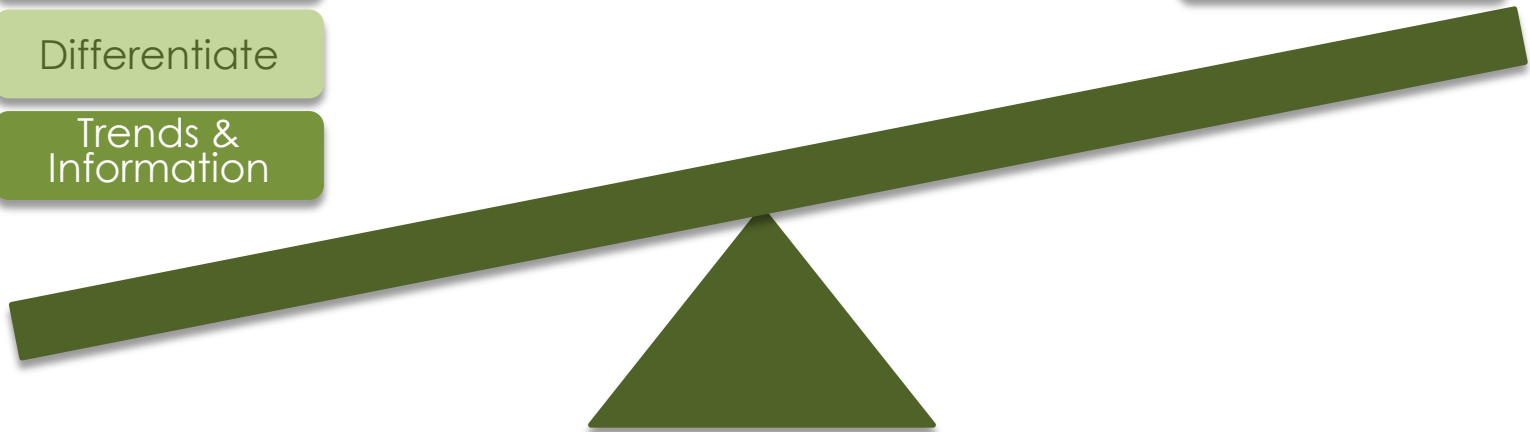
Differentiate

Trends &
Information

Cost

Time

Focus







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MY BRAND

The Commercial Tenant Resource

The Latest Updates on National CRE Issues, Challenges and Opportunities


HOME CONTACT US WHO WE ARE



Ken Ashley
@kenashley FOLLOWS YOU

Commercial real estate broker - tenant representative - focused on serving mid-cap US companies. Born/raised/live Atlanta. I blog about life in CRE.

iPhone: 34.170391,-84.029434
<http://comm>

Following 

2,774 TWEETS

2,001 FOLLOWING

1,806 FOLLOWERS



Ken Ashley 1st  

Commercial Real Estate Broker | Portfolio Strategist
Atlanta, Georgia | Commercial Real Estate





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MY SOCIAL MEDIA VOICE

Speak to Corporate Executives, especially CFO's

- Busy/Stressed
- Full of FUD (fear, uncertainty, & doubt)
- Not interested in academic CRE updates
- Need to know the headlines & trends
- Pop culture envelope makes information fun to consume





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HUMANIZE YOUR BRAND

People do business with people with common interests.





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CONTENT MARKETING WORKS

14%

Trust Traditional Advertising



76%

Trust Word of Mouth Recommendation



Social Media is Word of Mouth on Steroids

Source: Eric Qualman, Socialnomics





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PICK THE RIGHT TOOLS TO COMMUNICATE



Hundreds of tools...





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HUB & SPOKE MODEL





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50% OF CONVERSATION IS LISTENING





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LISTENING

- ❑ Google Alerts for clients/colleagues
- ❑ LinkedIn updates
- ❑ Google News
- ❑ Flipboard
- ❑ Follow CRE blogs & Twitter
- ❑ Facebook





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50% OF CONVERSATION IS TALKING





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WHAT DO I SHARE?

MY 4 CORNERS

Positive News	Economic News/ Management Consulting	
Technology	Macro CRE News	
Creative	Entertaining	Positive





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7 THINGS YOU CAN DO

1. Google yourself and set alert
2. Define your online brand and who you're talking to
3. Build content rich profiles (LinkedIn)
4. Set frequency (when) and pace (how much). Be consistent.
5. Build a network of industry contacts you never had access to or knew about before – both locally and globally
6. Double your real world shoe leather
7. Have fun



Fail Forward. Fail Fast. Fail Better. – Eric Qualman





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YOUR FUTURE CLIENT/COLLEAGUE





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CONNECT WITH ME

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