

Innovations in Marketing via Social Media

Panel Members:

- Gina Elliot - Smart Buildings
- Cindy Crockett - Crockett Facilities Services
- Liz Skolnik – GSA
- Tim Benoit/Mary Snodderly - GSA

Agenda Topics

- Social Media at Smart Buildings
- Social Media at Crockett Facilities Services
- GSA & Social Media
- Open Discussion and Sharing of Ideas

Utilizing Social Media



LinkedIn Stats

- 2 new members join LinkedIn every second
- 150 million members in over 200 countries and territories
- 60% of LinkedIn members are located outside of the US
- 2+ million companies have LinkedIn Company Pages
- 880K+ groups



How to Participate

- Member
- Company page (overview, careers, products & services)
- Group page



Group vs. Member

Group

- Decide your type (corporate, professional...)
- Open/closed membership (customers, employees, partners...)
- Purpose? Promote company or be a resource?
- Provide useful information
- Contribute and ask for knowledge, information, & ideas
- Respond to comments
- Post Newsletter, Events, Press Releases
- Seek Opportunities (teaming, resources, partners)
- Jobs (posting, locate candidates)

Member

- Join a group
- Discussions: contribute, contribute, contribute..... Knowledge, information, ideas
- Stay relevant to the group purpose and discussion
- Ask, ask, ask.... For knowledge, information, ideas
- Respond to comments
- Don't directly promote



SMARTBUILDINGS

Discussion 1

Metering - Any suggestions for commercial, smart metering manufacturers/vendors (electrical, gas, thermal, water)?

➤ 11 comments

- “Agreed on Ebtron for air and water flow applications. They're a little more on the pricey side, but definitely get the job done. For power monitoring, I have always liked the Veris Hawkeye H8025/H8026. Have not yet worked with the Veris E5OH5 (native BACnet, which is nice)... anyone? “
- “I have used Emon and Continental Control Systems. Emon is revenue grade which is important for billing purposes. “



Discussion 2

In your opinion, what is a smart building?

➤ 33 comments

- “When 52% of your building operational costs are going to energy and operation of your HVAC and lighting systems it pays dividends to understand how it operates.” – GSA employee



Discussion 3

Incentives for Building Automation Controls --

Group, I'm looking for research into any government, utility, or other incentives offered for upgrades to building automation controls.

➤ 4 comments



Discussion 4

Volunteers needed for an Education Task force

- 4 comments
- 2 volunteers



Discussion 5

Looking for comments / feedback on article I had published this week by Fast Co (member posted)

➤ 20 comments



Our group statistics

- Started 9/25/09
- 1,018 members (as of 2/16/12)
- 17 comments last week
- Member location: 6% in Greater New York City
- Member function: 13% sales
- 22% senior management, 20% manager
- 12% construction
- 33 new members last week
- 95% week over week growth rate



Increasing Web Presence

Cynthia Esparza Crockett
Co-Owner & President
Crockett Facilities Services, Inc.



- Realize that Increasing web presence is a Marathon and NOT a Sprint.
- Currently
 - Website
 - Facebook
- Not enough – we don't have enough traffic to our website
- Goal: Get Commercial Leads from the site



Crockett Facilities Services, Inc.'s Website Now:



301.262.2771
Contact Us

- ▶ ABOUT US
- ▶ FACILITY MANAGEMENT SERVICES
- ▶ HVAC SERVICES
- ▶ WHY WE'RE DIFFERENT
- ▶ CUSTOMERS
- ▶ NEWS AND EVENTS
- ▶ REQUEST A QUOTE / SERVICE
- ▶ CONTACT US



We're in this Building Together



Preventive Maintenance and HVAC Services For Reliable, Safe and Efficient Building Operations

We provide peace-of-mind to our government and commercial customers, who rely on us to keep their equipment up and running smoothly, continuously and at maximum efficiency. This has been our sole focus for over ten years, where we have provided facilities management, operations and maintenance, and HVAC services to over 11 million square feet of commercial and government buildings.

By implementing our preventive maintenance programs, encompassing mechanical, electrical, energy and HVAC services, we extend the life of your building's operating equipment, reduce energy costs and eliminate emergency service calls and repairs. Our team brings over 100 years of successful customer service history, with proven quality control and safety programs.

From complete on-site management to mobile HVAC services, we offer a single source solution for all your building operating needs. Whether your facility is a stand-alone site or multiple buildings, a secured facility or historic landmark, you can entrust us to deliver a high performance building.

Top 10 Mechanical Contractors List

Washington Business Journal
7.15.2011



4901 Teles Drive, Suite L p. 301.262.2771 Site Map 
Bowie, MD 20715-4407 f. 301.262.4977

Site by: 

Goal to Increase Google Rank of your website

- Why? Because you don't want to have to Google all of this in order to get to your company's website:
 - hvac gsa schedule crockett
- You want to Google the simplest term and have your company's name pop up
- In the old days Google ranked your website by the name of the website; how long it had been on-line; meta tags; and page titles
- They still look at that but now they also look at
 - Content – to show your company is knowledgeable
 - Links back to website – like Facebook; Twitter; Linked-In; YouTube; and the new thing Pinterest which is an online pinboard where you “Organize and share things you love”
 - Blogs

Pinterest

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Pinterest is an online pinboard.
Organize and share things you love.

[Request an Invite »](#)

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Lake House



Also from atlantasupply.com



Jason Poteat

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[🔧 Repin](#)

From atlantasupply.com

[f Like](#)

[t Tweet](#)

[↔ Embed](#)

[🚩 Report Pin](#)



HVAC Return - Decorative Cover

Pinned via pinmarket

Why and How to Increase Traffic

Creating, optimizing, and promoting content are keys to filling the top of your sales and marketing funnel with more website traffic and leads. The good news is that companies who create, optimize and promote their blogs get 55% more traffic and 70% more leads than those who don't.

Top 3 Things To Do

- Create a blog for your company.
- Add more pages to your website containing unique and useful content, probably by blogging.
- Create a Twitter account and start sharing.

Blog Example:



7980 Coasms Ave, Gaithersburg, MD 20879

800-659-3437

HOME | ABOUT US | FINANCING OPTIONS | COUPONS | RESOURCES | BLOG | CONTACT

SERVICES

- AIR CONDITIONING
- HEATING
- SERVICE AGREEMENTS
- INDOOR AIR QUALITY
- GREEN SOLUTIONS FOR HVAC
- REQUEST A SERVICE



← Older posts

Around-the-House Energy Saving Tips

Posted on February 23, 2012

On our blog, we talk a lot about things you can do to make your heating and air conditioning systems more efficient. But there are a lot more appliances in your house! This post is for people who are tired of high energy bills and want to learn little things they can do to save energy around the house.

Continue reading "Around-the-House Energy Saving Tips" »

Posted in Energy Savings, Interesting Stuff

Why Has This Winter Been So Warm?

Posted on February 21, 2012

Anybody fancy a swim? This winter has been exceptionally warm, which has a lot of people worried – is global warming happening faster than we thought?

- Categories
 - Air Conditioning
 - Air Ducts
 - Boilers
 - Energy Savings
 - Furnaces
 - Geothermal
 - Heat Pumps
 - Heating Safety
 - Heating System
 - Humidifiers
 - HVAC Tips
 - Indoor Air Quality
 - Interesting Stuff
 - Uncategorized
- Archives

Optimize Your Content

- Optimizing your content is a key step to ensure you give your valuable content the best chance possible of drawing traffic from the web. In essence, this section is about maximizing your ROC – return on content.



How to Increase Traffic



Graders ▾

Marketing Blog

What is HubSpot? ▾

Sign In

Help

24 **MARKETING GRADE**

Share Your Report ▾ FAQs

Overall

ToFu

MoFu

Analytics



It looks like you're using **Google Analytics** to measure your website.



Looks like you've got a bead on your analytics with **Google Analytics**. Nice job – measuring your results is the first step to making truly data-driven decisions. And oh my gosh do I love data-driven decisions.



How many unique visitors do you have per month?



The first steps to generating leads online is to get visitors coming to your site. It looks like you need to spend some time creating really awesomely interesting content and making sure it ranks well in search engines. This will bring people to you, then you can focus on how to convert more of them into leads.

powered by


Learn More About How to Fix This

Download HubSpot's free ebook, [An Introduction to Business Blogging](#), to learn more about how blogging can help you get more visitors.

Additional Idea:

- Having a website that displays well on mobile devices is becoming more and more important as 35% of American adults have a smartphone and 87% of smartphone owners access the internet on their mobile devices. When mobile optimizing your site, you want to take into account smaller screen sizes and slower bandwidths. This means using smaller images and font sizes, thinking about how much content is displayed on a single page.



Why we are increasing our presence

- 57% of small businesses say social media is beneficial to their business, which is no wonder since being active on Twitter and Facebook has been shown to increase the number of inbound links, traffic and leads. As a result, 54% of companies increased their investment in social media & blogs in 2011.



Look at marketing.grader.com to see how your website ranks

Graders Marketing Blog What is HubSpot? Sign In Help

24 MARKETING GRADE Share Your Report FAQs Overall ToFu MoFu Analytics



Share Your Report

HubSpot's Marketing Grader BETA

Grade Another Company

Report for www.crockett-facilities.com

www.crockett-facilities.com	
Top of the Funnel (ToFu) Fill the top of your sales and marketing funnel by creating, optimizing, and promoting unique and interesting content.	15% CORRECT Learn More
Top 3 Things To Do »	
Middle of the Funnel (MoFu) Convert traffic into leads and leads into customers by focusing on the middle of your funnel and using landing pages, conversion forms, email marketing and social media.	8% CORRECT Learn More
1 Thing To Do »	
Analytics Know what marketing activities are working (or aren't working) for you by measuring your successes and failures.	67% CORRECT Learn More
1 Thing To Do »	



What is the goal of your website?

- Mine is to make us a thought leader in HVAC
 - By starting a blog
 - By using a company linked-in account
 - By using our facebook account more
- Bottom Line – Our goal is to increase our Commercial Sales

GSA & Social Media

Meet us in the Cloud!

Overview of GSA's Use of Social Media

- GSA Social Media Directory on HomePage
- GSA's use of Google Cloud Technology & Offerings
- US GSA YouTube Channel
- GSA Twitter Accounts
- GSA Facebook Accounts
- GSA Blogs
- FAS Interact Social Media Platform

Find it all on the GSA Social Media Directory:

- From the GSA HomePage, scroll to the bottom, and click!
 - <http://www.gsa.gov/portal/category/100139>
- This page highlights many of GSA's externally focused Social Media tools and accounts
- Think about which forms apply most to you
- Start "following"
- Engage with us through these platforms!

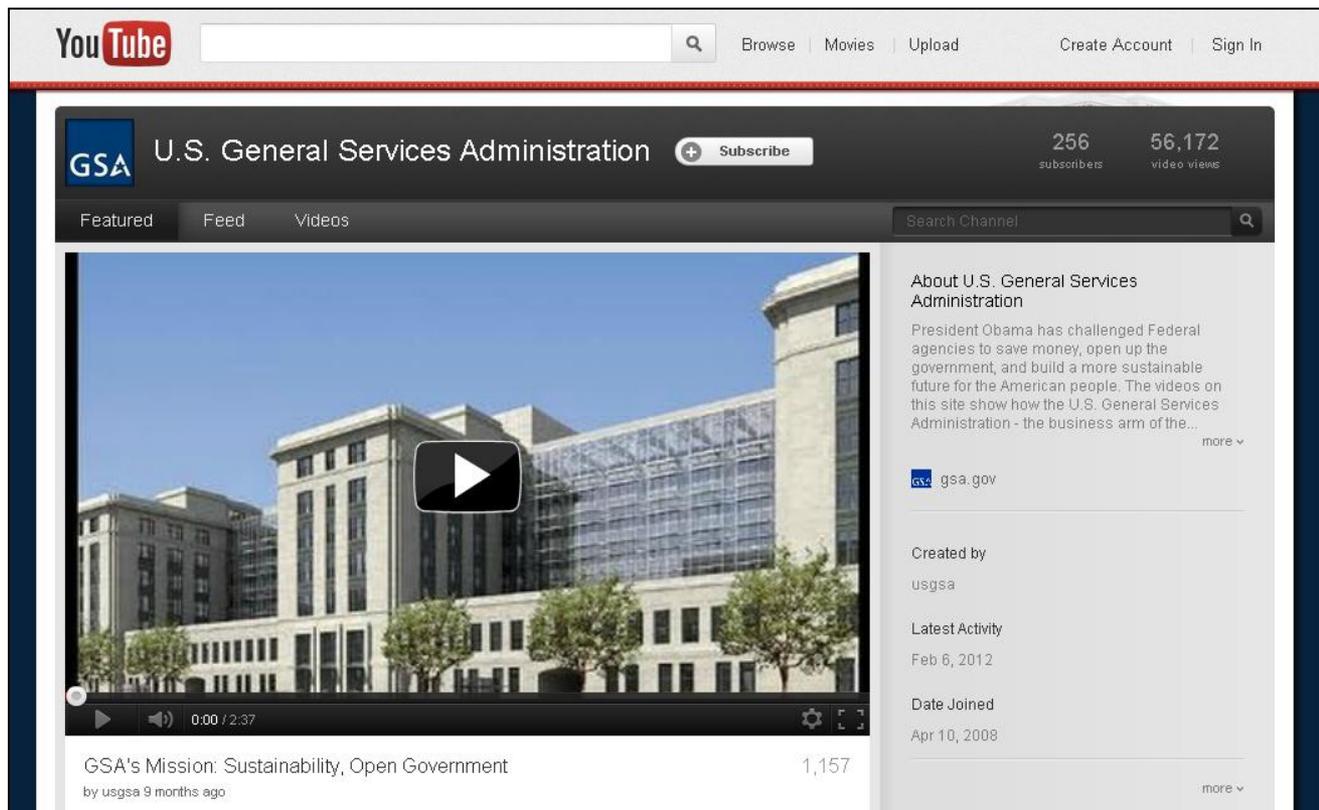
GSA's Using the Cloud:

- GSA transitioned to cloud based email ~ June 2011
- We use gMail, gCal, gSites, gDocuments for much of our work!
- Collaboration has increased among employees
- Other Government agencies may follow in our footsteps!

- Roll out of SalesForce Chatter, another collaborative, cloud-based business tool for internal use!

GSA's YouTube Channel

- <http://www.youtube.com/user/usgsa?blend=2&ob=0>
- Search US GSA on YouTube to find the channel.



The screenshot shows the YouTube channel page for the U.S. General Services Administration (GSA). The channel name is "U.S. General Services Administration" with a "Subscribe" button. It has 256 subscribers and 56,172 video views. The channel is categorized under "Featured", "Feed", and "Videos". The main video player shows a video titled "GSA's Mission: Sustainability, Open Government" by usgsa, uploaded 9 months ago, with 1,157 views. The video thumbnail shows a large, modern building with a glass facade. To the right of the video player, there is an "About U.S. General Services Administration" section with a description: "President Obama has challenged Federal agencies to save money, open up the government, and build a more sustainable future for the American people. The videos on this site show how the U.S. General Services Administration - the business arm of the...". Below this is the website "gsa.gov" and a "Created by" section listing "usgsa". The "Latest Activity" section shows "Feb 6, 2012" and the "Date Joined" section shows "Apr 10, 2008".

GSA Twitter Accounts

- A full listing of all GSA (FAS & PBS) Twitter Accounts can be found on directory:
 - <http://www.gsa.gov/portal/content/314605>



GSA Facebook Accounts

The screenshot shows the Facebook profile for the General Services Administration (GSA). The page header includes the Facebook logo, a search bar, and the user's name 'Lizzie Skolnik'. The GSA profile picture is a blue square with the white letters 'GSA'. The page is divided into several sections:

- Header:** 'facebook' logo, search bar, user profile 'Lizzie Skolnik', and 'Home' button.
- Profile:** 'General Services Administration' with a 'Like' button and 'Create a Page' button. The bio reads: 'Government & Community · Washington, District of Columbia'.
- Wall:** A post from the GSA page with a blue header. The text says: 'GSA to work with Trump Organization (yes, The Donald's company) to turn D.C.'s Old Post Office into a luxury hotel. What do you think? <http://www.gsa.gov/portal/content/123671> [Image credit: Carol M. Highsmith Archive, Library of Congress, Prints and Photographs Division]'. Below the text is a large photo of the Old Post Office building at night.
- Left Sidebar:** Navigation menu with 'Wall', 'Info', 'Friend Activity', 'Government Links', 'Videos', 'Photos', and 'Questions'. Below this is an 'About' section and a 'Like this' counter showing 3,818 likes.
- Right Sidebar:** 'You and General Services Administration' section showing 7 friends who like the page and 9 friends who have worked there. Below that is a 'Recommendations (11)' section with a search bar and a list of recommended users like 'Donchool Choi' and 'Zebedee Zebudah Reddick'. At the bottom is a 'Friends' Photos' section showing photos of friends tagged in the post.

- A listing of GSA Facebook accounts is available- friend us!
- <http://www.gsa.gov/portal/content/314589>

GSA Blogs

Social Media Directory



Visit our sites, and be social. Your comments help GSA remain vibrant, responsive and connected to the public.

Overview

Facebook

Twitter

GSA Blogs

Other Social Media

Policy & Guidance

GSA Blogs

[Visit GSA's Agency Blog](#) for the latest in news, analysis, and resources.

[Around the Corner](#): GSA Chief Information Officer Casey Coleman discusses topics from innovation to information resource management.

[Great Government through Technology](#): Written by Mary Davie, Assistant Commissioner for Federal Acquisition Service

[Services Ordering Solutions](#): How to award task orders for professional services

[USA.gov Blog](#): We help you discover useful, timely, and interesting U.S. government information and services.

[Wheels and Wings](#): Articles of interest to the federal motor vehicle, aircraft, and boat management fleet communities.

[Multiple Award Schedules Blog](#): How to maximize use of GSA Schedules.

[Green Acquisition](#): A forum focused on sustainable procurement.

- Many blogs are now hosted on FAS Interact...

Interact with GSA



Home | GSA Events | Training | Community | My stuff

Search GSA Interact

Home > Groups

Acquisition Solutions Community

Home | Blogposts | Documents | Discussions | Wikis | Calendar | Galleries | Group RSS feed

Calendar

< February >

M	T	W	T	F	S	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				

Welcome to Acquisition Solutions! Within this interactive community, we are committed to increasing the availability of information and fostering conversations about the 26 Multiple Award Schedules (MAS) for services and products. We will discuss and share important initiatives, best practices, success stories, and pertinent changes or updates to the MAS program (excluding IT Schedule 70 and Travel, Transportation & Automotive Schedules). We welcome engagement from Federal, State and Local acquisition professionals as well as our industry partners. Here in the Acquisition Solutions Community, we aim to facilitate the exchange of information around product and service offerings through your suggestions and feedback. Through this dialogue, it is our goal to further improve our offerings to meet our customers ever-changing needs!

Topics to include: Agency Use, Best Practices, SOWs, Events, New to MAS, Training Opportunities, e-Tools, and Greening of the Schedules. Check out the [Terms of Use](#) here!



Actions

- You must register or login in order to post into this group.

Acquisition Solutions Community

User login

Username:

Password:

- [Create new account](#)
- [Request new password](#)

Upcoming group events

There are no upcoming events.

Recent members

❖ [Interact.gsa.gov](http://interact.gsa.gov) <http://interact.gsa.gov/group/acquisition-solutions-community>

❖ Some groups require sign-in. All comments require account sign in.

“Discussion”

- How do you use social media?
- Are customers using social media?
- Are you using GSA Interact?
- Would you engage with our Acquisition Center through Twitter?
- How do you like to get your news and updates?