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Nancy J. Ekrem, CPA of Dewar Meeks + Ekrem PC
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About Us

Marketplace Connections exists to foster a network among professionals from around their city and ultimately around the world. We help foster Good Company, Great Conversation, and Inspiring Interaction.

We network for business development. But even more we network and connect for personal and spiritual development.

This fuels the 'engine' for monthly meetings, small group discussions, and One to One interactions that lead to the strength of relationships developed outside the meetings themselves. For more information, check out our website below. We look forward to seeing you at our next networking event.



Sheraton Hotel
100 112th Ave. NE
Bellevue, WA 98004

March 3rd
Time: 7-8:30 A.M.

Cost: \$10 (Includes Breakfast)

Register at the website below.

MarketPlaceConnections.org



THE SIMPLICITY OF SOCIAL MEDIA

- *Have you ever wondered if your activity on social media is effective or if the effort is worth it for your business?*
- *Many of us have asked that question, few have received a good answer.*
- *Let's look at what it takes to be successful and what success really is in social media.*

keep it simple.

Join Us On Friday March 3rd
For Breakfast 7-8:30 A.M

www.MarketPlaceConnections.org

Social Media isn't scary, it's just common sense. Be reasonable, be interested, be witty, be successful.

In my talk on Social Media I will attempt to make the topic approachable for business owners and business people. It is difficult to know who to listen to or how to find the time to monitor and post regularly on SM. By helping individuals to understand the simplicity of it and how to easily relate it to real life conversations it becomes intuitive instead forced and relational instead of dreadful.

Beginning with an example of two different types of people at a party I will explain how to act and how not to act on social media. At a party the friendly story teller who leaves room for others to share their stories and comment on experiences is often the type of person we refer to as "the life of the party". On the other hand the guy who is constantly trying to get people to like him by selling himself and talking about how great he is typically is said to be "trying to hard". These simple illustrations teach us a lot about life, relationships, and even social media.

When posting is about relationship, engagement, and storytelling it becomes easier to do and is not a burdensome task. Along with my talk I will share my own story of working in retail for 10 years, owning and operating a business for 7 years and volunteering and working in church ministry for 10 years along the way. My faith journey will be told as a part of my example to how to help others enter into your story and make them feel included. These components are necessary for a healthy and effective social media strategy. It really is a lot like real life.

- My story part 1
- The party
- Intersection of social media and real life
- My story part 2
- Effective strategy
- Measuring results
- Why does it even matter?

Be A Sponsor Of Marketplace Connections

Have you ever wondered if there was anything you could do to help spread the message of topics like this to more people AND promote your company at the same time? Now is the perfect time to consider being a Sponsor of Marketplace Connections.

Contact Jon Sween at (425) 260-7686 or email: jgsween@gmail.com and see if this might be the perfect "Win/Win" for you.

Ryan Brotherton *Social Media Director/Co-Owner* **Local PR**



Ryan's professional background has always been focused on customer service in one way or another. As a young kid he learned that building trust and being likeable makes everything easier. This served him well delivering papers as a pre-teen and earning tips while doing so.

The understanding was refined with 10 years of retail experience and 8 years of owning and operating his own home service business. Perhaps the greatest learning curve has come with his role as founding Pastor of local church in Edmonds, WA and his constant work with individuals looking for guidance and support in serious matters of life.

With a love for relational connection and building trust with individuals the platform of Social Media has simply become an extension of his desire to provide the highest level of customer service for local companies who value their clients but don't have the time or energy to express that value through the various Social Media Channels.

