

# *Forward Velocity Webinar*

Presented by Full Sail Partners



# Agenda

1. WebEx Instructions
2. News & Calendar of Events
3. Presentation
4. Marketing Metrics



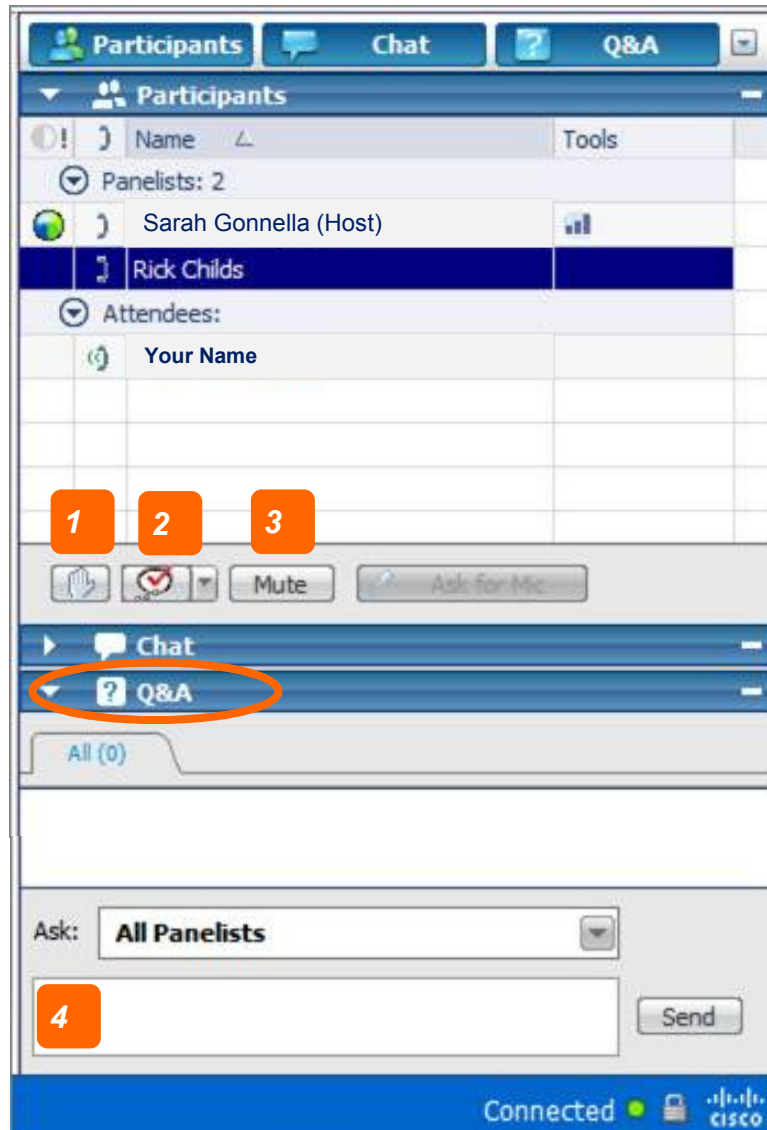
# WebEx Instructions

## Instructions:

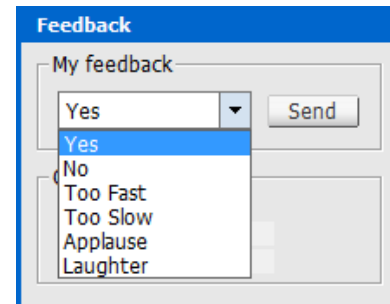
- 1. Call 1-650-479-3207**, you will be prompted to enter the meeting number, you will then be prompted to enter your attendee number, **please wait until the you have heard all of the instructions before entering your attendee number.** The meeting number and your attendee number can be found on the **info tab** of the WebEx Event Center screen.
- 2. All lines are muted upon entry into the call.**
- 3. Once you have called into the meeting, please make sure you have the phone handset symbol next to your name in the WebEx Event Center screen, Participant Panel under Attendees.** If you do not have the symbol, please hang up and call back (you do not need to exit the meeting to do so). Make sure you enter the correct attendee number when calling in, this will allow us to unmute your line should you want to ask a question during the meeting. If you are using VIOP we will not be able to unmute your line.
- 4. Event materials are available to download for this meeting.** You can find the materials on the Web Event log in screen on the left hand side under “Event Materials”. Please be sure to download the materials for the meeting.
- 5. If you did not download the materials, you can go back to the meeting invite email you received, click on the link to log into the meeting, download the documents and close the screen.**
- 6. If you did not download the materials, you can go back to the meeting invite email you received, click on the link to log into the meeting, download the documents and close the screen.**



# WebEx Instructions



1. **Raise Hand** (be sure to click again to remove raised hand or feedback information)
2. **Feedback Tool** (use for yes/no questions or to provide the speaker feedback).



3. **Mute** (mute yourself when you need to talk to someone in your office or put the line on hold)
4. **Q&A** (Type in the Q&A dialogue box [Not Chat] to ask a question. Be sure to choose All Panelist)



# News & Calendar of Events

## **Maximize. Grow. Plan. Evaluate.**

Our Forward Velocity webinars are focused on topics to move your firm ahead of the competition and provide insight on how to take action at a rapid speed. Be in action with your business and reach full sail!

### *Yearly Schedule:*

**Maximize** | January, February, March

**Grow** | April, May, June

**Plan** | July, August, September

**Evaluate** | October, November, December

*All events are virtual webinars held at 1:30pm ET.*



# News & Calendar of Events

1. [07/11-13/12](#) | SMPS Build Business Conference
2. [07/19/12](#) | Kona: Communication & Collaboration Tool
3. [07/26/12](#) | Top KPIs for Managing Projects
4. [10/15-18/12](#) | Deltek Insight Conference



# News & Calendar of Events

## Featured Firm

William H. Gordon Associates, Inc. (read the interview)

<http://www.fullsailpartners.com/featured-firms/>

Interested in being featured? Email [info@fullsailpartners.com](mailto:info@fullsailpartners.com) and let us know about your firm successes with Deltek Vision.

## Blog Articles ([www.fullsailpartners.com/FSPblog](http://www.fullsailpartners.com/FSPblog))

- Take the IT Challenge! Can your firm pass? Check out our blog article to test your firm.
- Who Ya Gonna Call? ...for Deltek Vision Support?
- Mobile App for Deltek Vision Timesheet. Did you know it's available?



# News & Calendar of Events

## Did You Know?

Need to quickly export information without running a report? Use the Grid View option in version 6.0 or higher. This option allows you to sort by field, filter information by column, and then export in Excel. A real time saver! This feature is available in all info centers and can be located on the application navigation menu.

## Connect with Full Sail Partners:

 LinkedIn: <http://www.linkedin.com/company/full-sail-partners>

 Twitter: <http://twitter.com/#!/reachfullsail>





# Tap Into the Power of LinkedIn

Presented by Sarah Gonnella



# Who Is Sarah Gonnella?



**Society for Marketing  
Professional Services**

**Atlanta**

## **SMPS**

- Immediate Past President of SMPS Atlanta
- Past Communications Chair for SMPS Atlanta
- Member of National Technology Committee
- @SMPSAtlanta
- @SMPStech

## **Full Sail Partners**

- CRM Consultant for Deltek Vision
- Marketing Director
- Executive Management Team
- @ReachFullSail
- @Deltek
- @DeltekVision



# Learning Objectives

1. Understand real-life applications
2. Building LinkedIn presence
3. Building network
4. Marketing you and your business
5. Measuring results



# Why Use LinkedIn?



# Why Use LinkedIn?

1. 150 million users (Largest professional social network online today)
2. LinkedIn welcomes 65 million unique users each month
3. The average member is a college-educated male between 25 and 54 years old.
4. Over 40% of members are manager level and above
5. More than 25% are senior executives.

*If you are a business professional and you do not have a powerful presence on LinkedIn, you are undoubtedly missing valuable opportunities to connect and grow your business.*



# Why Use LinkedIn?

## How Many Competitors Are On LinkedIn?

1. 9,200+ Architecture & Planning
2. 5,200+ Civil Engineering
3. 5,000+ Mechanical Engineering
4. 6,500+ Environmental
5. 20,000+ Construction
6. 17,000+ Management Consulting
7. 21,000+ Law Practices
8. 23,000+ Financial Services



# Why Use LinkedIn?

## How Many Potential Clients Are On LinkedIn?

1. Airlines/Aviation
2. Automotive
3. Education
4. Food & Beverage
5. Government
6. Hospital & Health Care
7. Management Consulting
8. Non-Profit Organizations
9. Commercial Real Estate

*FAA, Boeing, Delta*

*Bosch, Ford, GM, TRW*

*Georgia Tech, Emory, Gwinnett College, UGA*

*Coke, Pepsi, Starbucks, Mars*

*City of Atlanta, Gwinnett*

*Children's, Northside, Tanner*

*Deloitte, Booz & Co,*

*Habitat for Humanity, United Way*

*CBRE, Cushman & Wakefield, Jones Lang LaSalle*



**Do you know what the #1  
tool is for recruiting?**



*That's right! 95% of people use  
LinkedIn now as a recruiting tool.*





# Why Use LinkedIn?

## Real Life Applications

1. Market Research
2. Warm Calling
3. Search Engine Optimization
4. Career Management
5. Job Search
6. Recruiting
7. Network with Potential Clients
8. Public Relations Announcements
9. Build a Group Related to Your Business
10. Demonstrate Expertise
11. Conference Follow-up
12. Directory of Resources
13. Keeping in Touch
14. Stay Current



# Why Use LinkedIn?

## How are professionals using LinkedIn?

### 1. Top level executives

- › industry networking (22%)
- › promoting their businesses (20%)

### 2. Middle management professionals

- › keep in touch with other people (24%)
- › industry networking (20%)

### 3. Entry level employees

- › job searches (24%)
- › co-worker networking (23%)

Credit: Forbes.com



# Have You Built Your LinkedIn Presence?



# Build Your LinkedIn Presence

1. Is your profile 100% complete?
2. Did you optimize your page for SEO?
3. Have you maximized your network?
4. Have you engaged in the right groups?
5. Are you using shortcuts to manage your time?
6. Do you engage your profile visitors to learn more?



# Build Your LinkedIn Presence


## Build Your Profile

1. Build a professional persona - Fill it out completely (100%)
2. Upload a professional headshot picture to build trust
3. List what you are working on
4. Include your Twitter handle
5. Be visible (change settings to everyone can view profile)
6. Give and ask for recommendations (need 3)
7. Reorder your profile - Most important details show first

*LinkedIn suggests that having a completed profile provides you with a 40% greater chance for networking success, and they make it easy for you to understand how to achieve that 100% completion*




# Build Your LinkedIn Presence





**Sarah Mackley Gonnella**  
Educator of CRM Best Practices, Technology Processes,  
Social Media and Marketing Metrics  
Greater Atlanta Area | Management Consulting


Sarah Mackley Gonnella has created an event.



**2012 Society for Marketing Professional Services (SMPS) National...** [linkedin.com](#)  
July 11-13, 2012 - Hyatt Regency - San Francisco, CA

Like • Comment • Share • See all activity • 6 days ago

**Current** Marketing Director | CRM Consultant at [Full Sail Partners](#)   
Immediate Past President at [SMPS Atlanta](#) 

**Past** Senior CRM Consultant / Director of Business Development for Consulting Services at Acumen Advisors  
Director of Marketing/Consultant at Innovative Solutions Group, Ltd. (ISG)  
Marketing Manager at Prime Engineering   
[see all](#) ▾

**Education** Truman State University  
Mineral Area College




**Recommendations** 12 people have recommended Sarah

**Connections** 500+ connections


**Websites** [ERP Software Consultant](#)  
[ERP Software | Deltek](#)  
[Marketing Organization](#)

**Twitter** [SarahGonnella](#)

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





 Share  PDF  Print

100% profile completeness




Put your status here... **Click on Home Tab**

Count: 23


 Attach a link visible to: connections only ▾    Share


has created an event. · <http://lnkd.in/5uSZzi> · Like · Comment · More » · 36 minutes ago

**Full Sail Partners** 

Full Sail Partners, a Deltek solutions provider, offers business consulting, technology solutions, and application hosting for Deltek Vision. Deltek is the leading global provider of enterprise ... [More »](#)

Co. Size: 11-50 employees  
Website: <http://www.fullsailpartne...>  
Industry: Management Consulting




 Stop following ▾

To edit sections:  
Click on Profile → Edit Profile




# Build Your LinkedIn Presence





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[ERP Software | Deltek](#)  
[Marketing Organization](#)

**Twitter** [SarahGonnella](#)

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

 Share

 PDF

 Print

### Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

**Profile Content**

Make my public profile visible to **no one**

Make my public profile visible to **everyone**

- Basics  
Name, industry, location, number of recommendations
- Picture
- Headline
- Summary
  - Specialties
- Current Positions
  - Show details
- Past Positions
  - Show details
- Skills
- Additional Information
  - Websites
  - Interests
  - Groups
  - Honors and Awards
- Education
  - Show details
- Interested In...





# Build Your LinkedIn Presence


Received Recommendations | Sent Recommendations | Request Recommendations


## Manage recommendations you've received


Ask colleagues, clients, managers, and employees to endorse your work. [Get recommended.](#)  
(Looking for recommendations you've made? [Click here.](#))


 Marketing Executive | CRM Consultant at Full Sail Partners  
You have **no recommendations** for this position. [[Ask to be endorsed](#)]


 Immediate Past President at SMPS Atlanta  
You have **2 recommendations** for this position (2 visible, 0 hidden) and 4 pending requests.  
[[Manage](#)] [[Ask to be endorsed](#)]

 Senior CRM Consultant / Director of Business Development for Consulting Services at Acumen Advisors  
You have **5 recommendations** for this position (5 visible, 0 hidden) and 13 pending requests.  
[[Manage](#)] [[Ask to be endorsed](#)]

 Director of Marketing/Consultant at Innovative Solutions Group, Ltd. (ISG)  
You have **no recommendations** for this position and 1 pending request.  
[[Manage](#)] [[Ask to be endorsed](#)]

 Marketing Manager at Prime Engineering  
You have **3 recommendations** for this position (3 visible, 0 hidden).  
[[Manage](#)] [[Ask to be endorsed](#)]

 Marketing Consultant at sarahimagine.com  
You have **1 recommendation** for this position (1 visible, 0 hidden).  
[[Manage](#)] [[Ask to be endorsed](#)]

 Marketing at Hardin Construction  
You have **no recommendations** for this position. [[Ask to be endorsed](#)]

## Ask the people who know you best to endorse you on LinkedIn

### 1 Choose what you want to be recommended for


Marketing Director | CRM Consultant at Full Sail Partners

### 2 Decide who you'll ask

Your connections:  

You can add 199 more recipients

### 3 Create your message

From: Sarah Mackley Gonnella  
 

Subject:

Hello Matt,

I wanted to see if you might endorse me as a CRM consultant on LinkedIn. It's been great working with your firm. I'm looking forward to final migration day. Thanks in advance for helping me out.

-Sarah Gonnella

Note: Each recipient will receive an individual email. This will not be sent as a group email.

or






# Build Your LinkedIn Presence

## Build Your Profile

1. **Optimize Page for SEO | Think like a search engine.**
  - **Title** | Creative headline to brand yourself in 120 characters
  - **Company Website Address** | Chose “Other” and think about how people would search for your company. Three are available.
  - **Unique URL** | You can use your name or think about how people search for you? For example, [linkedin.com/in/noisepollutionconsultant](https://www.linkedin.com/in/noisepollutionconsultant)
  - **Summary** | Your personal elevation pitch. Write in third person.
  - **Specialties** | What you do you and your firm specialize in?
  - **Skills & Expertise** | Think website meta tags
  - **Prior Work** | Should you really include every job? Will this get me to where I want to go? Current and 2 past are required.




# Build Your LinkedIn Presence





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

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## Summary

Results-driven consultant with direct hands-on expertise and knowledge of professional service industries, management consulting firms, and product focused businesses. Exceptional leadership and organizational skills and demonstrated ability to streamline operations.

Focused on taking a collaborative approach with core team to develop a robust system that is customized and adapts to company processes. Key goals include providing clients with industry best practices and demonstrating a return on investment through a virtual consulting environment.

## Specialties

Extensive background in the following broad-based competencies:

Deltek Vision CRM / Proposal / SF330 | Enterprise Resource Planning (ERP) | Strategic Planning & Leadership | Database & Research Marketing | Corporate Branding & Identity | Budget Planning | Event & Tradeshow Management | Proposal & Presentation Development | Graphic Design | Web, Social Media, SEO Design & Analysis | Data mapping from Deltek CRM, Cosential, FileMaker, ACT!, SAGE, Goldmine, Outlook, Quickbooks, and more.

## Skills & Expertise [Edit](#)

[+ Add a skill](#)

[Proposal Writing](#) [Strategic Planning](#) [Social Media](#) [Deltek Vision](#)  
[CRM software](#) [Marketing Strategy](#) [Graphics](#) [Social Media Measurement](#)

<b>Websites:</b>	Other: <input type="text"/>	ERP Software Consultant	<a href="http://www.fullsailpartners.com">http://www.fullsailpartners.com</a>
	Other: <input type="text"/>	ERP Software   Deltek	<a href="http://www.deltek.com">http://www.deltek.com</a>
	Other: <input type="text"/>	Marketing Organization	<a href="http://www.smpsatl.org">http://www.smpsatl.org</a>

## Your public profile URL

### Your current URL

<http://www.linkedin.com/in/deltekvisioncrmconsultant>  
[Customize your public profile URL](#) • [View your public profile](#)



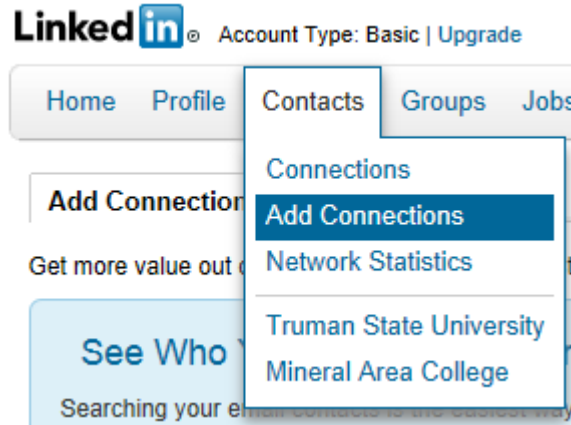
# Build Your LinkedIn Network

## Quality vs. Quantity of Connections

1. Can you confidently reach out to all of your contacts?
2. Build a strong core group (former and current colleagues; clients, etc.)
  - LIONS = **L**inked**I**n **O**pen **N**etworkers. Willing to connect to anybody, for any reason. Quick way to expand, but decreases effectiveness of LinkedIn
  - Upload contacts from Outlook, Gmail, or other address books. “Add Connections” tab. Log in to email to see who has a profile. Available in “Imported Contacts”. People on LinkedIn have a small blue icon with the letters “in”. Select contacts.
  - Also can export from database and paste csv.
  - Customize all personal invitations.



# Build Your LinkedIn Network



LinkedIn Account Type: Basic | Upgrade

Home Profile **Contacts** Groups Jobs

Connections

**Add Connections**

Network Statistics

Truman State University

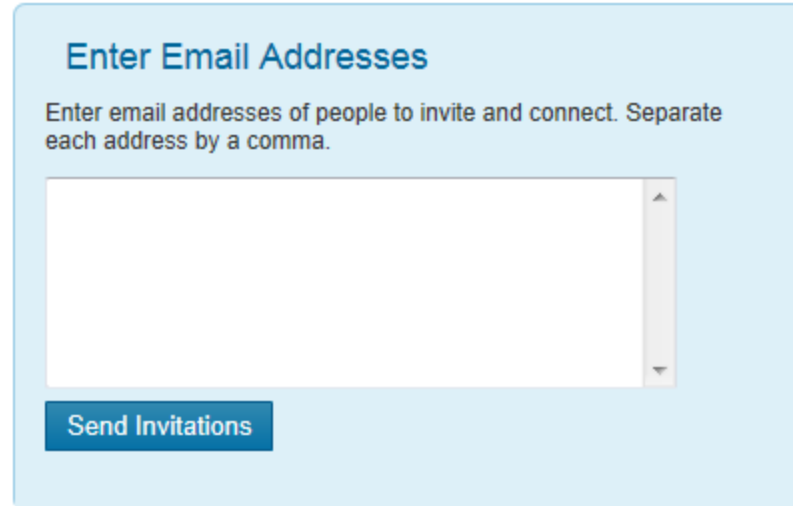
Mineral Area College

Add Connection

Get more value out of

See Who You Already Know

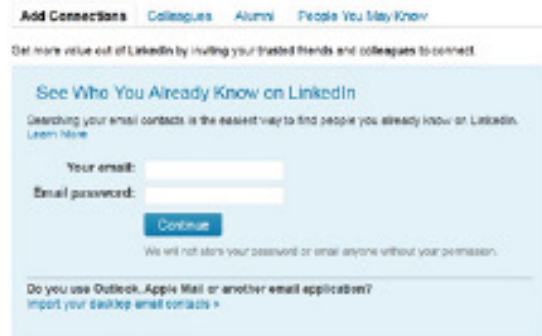
Searching your email contacts



### Enter Email Addresses

Enter email addresses of people to invite and connect. Separate each address by a comma.

**Send Invitations**



Add Connections Colleagues Alumni People You May Know

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

### See Who You Already Know on LinkedIn

Searching your email contacts is the easiest way to find people you already know on LinkedIn. [Learn More](#)

Your email:

Email password:

**Continue**

We will not store your password or email anyone without your permission.

Do you use Outlook, Apple Mail or another email application?  
[Import your desktop email contacts >](#)



# Build Your LinkedIn Network

[Add Connections](#) **Colleagues** [Alumni](#) [People You May Know](#)

[View Sent Invitations](#)

## Find past or present colleagues

Get connected and never lose touch again. Find the people you know that are not already connected to you on LinkedIn.

### Current Position(s)

#### Full Sail Partners Colleagues

1 of your Full Sail Partners colleagues is already LinkedIn.

 [View all Full Sail Partners](#)

#### SMPS Atlanta Colleagues

Last checked: 5/28/2010

[Find new](#)

[View all](#)

### Past Position(s)

#### Acumen Advisors Colleagues

Last checked: 2/12/2011

[Find new](#)

[View all](#)

#### Innovative Solutions Group, Ltd. (ISG) Colleagues

Last checked: 6/13/2011

[Find new](#)

[View all](#)

#### Prime Engineering Colleagues

Last checked: 6/13/2011

[Find new](#)

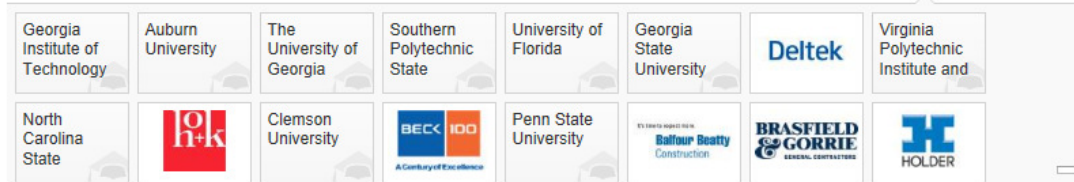
[View all](#)











# Build Your LinkedIn Network

## People You May Know beta

See people from different parts of your professional life



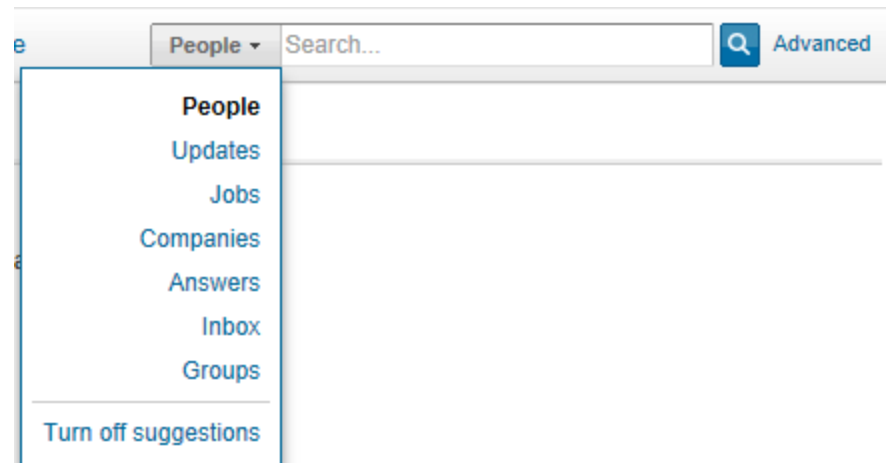
 <p><b>Mark Spadorcia</b> Enterprise Account Executive at FinancialForce.com Greater Boston Area</p> <p><a href="#">Connect</a> 41 shared connections</p>	 <p><b>Channing Mason</b> <small>2nd</small> Director of Operations Greater Atlanta Area</p> <p><a href="#">Connect</a> 47 shared connections</p>
 <p><b>Scott Jones</b> <small>2nd</small> Director Design &amp; Construction at Georgia Institute of Technology Greater Atlanta Area</p> <p><a href="#">Connect</a> 48 shared connections</p>	 <p><b>Tricia Newton</b> <small>2nd</small> Business Development at JE Dunn Construction Greater Atlanta Area</p> <p><a href="#">Connect</a> 32 shared connections</p>
 <p><b>Mark Minick</b> <small>2nd</small> Owner, Minick Engineering, Inc Greater Atlanta Area</p> <p><a href="#">Connect</a> 60 shared connections</p>	 <p><b>Birdel Jackson</b> <small>2nd</small> President at B&amp;E Jackson &amp; Associates and Owner, B&amp;E Jackson &amp; Associates Greater Atlanta Area</p> <p><a href="#">Connect</a> 29 shared connections</p>
 <p><b>Donald Buenger</b> <small>2nd</small> Owner, Urban Design Group Greater Atlanta Area</p> <p><a href="#">Connect</a> 25 shared connections</p>	 <p><b>Drew Yantis</b> <small>2nd</small> Senior Vice President at Holder Construction Company Greater Atlanta Area</p> <p><a href="#">Connect</a> 26 shared connections</p>



# Build Your LinkedIn Network

## Helpful Searching Options

1. People
2. Updates
3. Companies
4. Groups



# Build Your LinkedIn Network

## Group Connections

### 1. Great resource, but understand their value












- Associations
- Industry groups
- Alumni groups from your alma maters (bonus if they're specific to your field)
- See what potential clients, contacts, competition, partners are joining
- Above all, seek recognized, moderated groups. Members have been pre-screened. Content is more valuable.

















# Build Your LinkedIn Network

Groups ▾ SMPS

Groups	 <b>SMPS - San Francisco</b> 520 members
	 <b>SMPS Washington DC Chapter</b> 143 members
	 <b>SMPS New York Area Chapter</b> 475 members
	 <b>SMPS The Wave</b> 228 members
	 <b>SMPS Twin Cities</b> 165 members
Connections	 <b>SMPS Atlanta</b> Owner, SMPS Atlanta
	 <b>SMPS Oklahoma - 2<sup>nd</sup></b> SMPS' mission is to advocate for, educate,...
	 <b>Sacramento SMPS - 2<sup>nd</sup></b> --
Companies	 <b>SMPS Atlanta</b> Nonprofit Organization Management; 51-2...
	 <b>SMPS St. Louis Chapter</b> Marketing and Advertising; 51-200 employ...
Skills	 <b>SMPS</b>

Groups ▾ healthcare

Tip: You can also search by key school...

Groups	 <b>Healthcare</b> 47,422 members
	 <b>Healthcare Information and Man...</b> 84,521 members
	 <b>Healthcare Management Enginee...</b> 4,800 members
	 <b>Healthcare Executive.net</b> 18,920 members
	 <b>Global Healthcare</b> 15,451 members
Connections	 <b>Kim Bunker RN BSN - 2<sup>nd</sup></b> Building peace through building capacity...
	 <b>Ken Moore, IT Resume Specialist - 2<sup>nd</sup></b> CEO & President at ResumeBridge, Inc.
	 <b>Jim Peto - 2<sup>nd</sup></b> Epic Talent Manager
Companies	 <b>Baxter Healthcare</b> Pharmaceuticals; 10,001+ employees
	 <b>Philips</b> Medical Devices; 10,001+ employees
Skills	 <b>Healthcare</b>
	 <b>Healthcare Management</b>



# Build Your LinkedIn Network

Home Profile Contacts Groups Jobs Inbox 18 Companies News More Groups environmental

environmental

- All LinkedIn members
- 1st Connections (90)
- 2nd Connections (1330)
- 3rd + Everyone Else (3720)

- All categories
- Your groups (2)
- Groups You May Like (0)
- Open groups (1863)
- Members only (3187)

- All languages
- English (4967)
- Spanish (16)
- Dutch (14)
- Italian (11)
- Portuguese (11)

Enter language

5050 results



## Environmental Health & Safety Professionals (10,000 me...

A touchbase for Safety Professionals to network, collaborate and to reach out.

**Very Active:** 713 discussions this month · 38,743 members

▼ **Susan J. Freed** and 409 in your network



**Susan J. Freed**

Business Development Manager at Contour Engineering



**Kelley West, LEED AP**

Owner at CCW Group, Inc.



**Jennifer Davis**

Marketing/Communications Manager and Facilitator of Environmental Solutions

[Join to view all 410 people »](#)

Join



## Environmental Consulting Professionals

This is a group for **environmental** consulting professionals who wish to exchange ideas and network in the **environmental** consulting industry

**Very Active:** 421 discussions this month · 23,304 members

▼ **Scott Pate, P.G.** and 665 in your network



**Scott Pate, P.G.**

President/CEO-Sierra Piedmont, Inc.



**Susan J. Freed**

Business Development Manager at Contour Engineering



**Gavin Chafin**

Division Director at Ajilon Engineering

[Join to view all 666 people »](#)

Join



# Marketing You & Your Company

## Standout

### 1. Applications

- Slideshare
- Reading List by Amazon
- My Travel and Events
- Wordpress or Blog Link
- Polls
- Events

### 2. Updates

- Home
- Groups
- Individuals



# Marketing You & Your Company

## Applications

[+ Add an application](#)

## Events [\[ Remove \]](#)



### 2012 Society for Marketing Professional Services (SMPS) National Buil...

July 11-13, 2012 – Hyatt Regency - San Francisco, CA

Organizing • 1 attendees • 1 update this week



### SMPS Atlanta - Impact of Social Media

May 15, 2012 – Crown Ravinia, Dunwoody, GA

Organizing • 2 attendees • 2 updates this week

[\[ Remove \]](#)



**Blog Link** powered by TypePad

## SMPS Atlanta

### 2012-2013 Board Ballot- Your Vote Needed!

Thu May 3 2012

The nominations are in, and our 2012-2013 SMPS Atlanta Board needs your vote! Please email your completed Board Ballot to ...

[read more](#)

## Full Sail Partners Blog

### Full Sail Partners Launches Firm and Website

Mon Apr 30 2012

Full Sail Partners announces the launch of its firm and website. Visible online at [www.fullsailpartners.com](http://www.fullsailpartners.com), the ...

[read more](#)

## Reading List by Amazon [\[ Remove \]](#)

### ReadingList by amazon



#### Mastering the Rockefeller Habits: What You Must Do to Increase the Value of Your Growing Firm

by Verne Harnish

[See this book on Amazon »](#)

Sarah is reading this book

#### The Five Dysfunctions of a Team: A Leadership Fable (J-B Lencioni Series)

by Patrick Lencioni

[See this book on Amazon »](#)

Sarah has read this book

**Comment:** "Great book on building a team. You have to be willing to whole-heartedly embrace the techniques in..."

[Read more »](#)

[See all books on Sarah's list \(3\)](#)



# Marketing You & Your Company



**Sarah Mackley Gonnella**

Educator of CRM Best Practices, Technology Processes, Social Media and Marketing Metrics  
Greater Atlanta Area | Management Consulting

**Sarah Mackley Gonnella** has created an event.



**2012 Society for Marketing Professional Services (SMPS) National...** [linkedin.com](#)

July 11-13, 2012 - Hyatt Regency - San Francisco, CA

Like • Comment • Share • See all activity • 29 minutes ago

Current **Marketing Executive | CRM Consultant at Full Sail Partners**   
**Immediate Past President at SMPS Atlanta**

Past Senior CRM Consultant / Director of Business Development for Consulting Services at Acumen Advisors  
Director of Marketing/Consultant at Innovative Solutions Group, Ltd. (ISG)   
Marketing Manager at Prime Engineering   
[see all](#) ▾

Education Truman State University  
Mineral Area College

Recommendations **11** people have recommended Sarah

Connections **500+** connections

Websites [ERP Software Consultant](#)  
[ERP Software | Deltek](#)  
[Marketing Organization](#)

Twitter [SarahGonnella](#)

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

Share

PDF

Print



Put your status here...|

**Click on Home Tab**

Count: 23

Attach a link

visible to: [connections only](#) ▾

Share

has created an event. · <http://lnkd.in/5uSZzi> · Like · Comment · More ▾ · 36 minutes ago

**Lisa Carpenter** Keeping Your Firm On Course. Full Sail Partners launches firm & website. You will then link to the blog article: <http://bit.ly/ICzGDC>



**Full Sail Partners Launches Firm and Website**  
[fullsailpartners.com](http://fullsailpartners.com)

Full Sail Partners launches firm and website at [www.fullsailpartners.com](http://www.fullsailpartners.com). The site illustrates the company's client-centric approach.

Like • Comment • Send a message • Share • See all activity • 14 days ago

**Joseph Dixon**



**Leading Those That Would Undermine Your Leadership - Forbes** [forbes.com](http://forbes.com)

The number one thing experienced leaders regret is not moving faster on people. Even so, many leaders are reluctant to make early people moves for fear of upsetting the apple cart. But upsetting the apple cart is better than letting rot spread from...

Like • Comment • Send a message • Share • See all activity • 5 days ago

**Rick Julian** via Twitter

rickjulian the future isn't kinda mobile--it's exceedingly mobile "by 2014, more people will use the internet on their... <http://t.co/NzzbVmCn>

Favorite Retweet Reply • See all activity • 4 days ago



# Marketing You & Your Company

## Market Research

### 1. 1<sup>st</sup> Connections

- Tag Connections to better manage targeted messages
- Connect when traveling
- Review new connections they have made
- Keep up with changes

### 2. Lead Introduction Methods

- Post value messages in groups they are a part
- 2<sup>nd</sup> connection perfect for a warm lead
- Always customize message



# Marketing You & Your Company

Connections Imported Contacts Profile Organizer Network Statistics

Share your phone, IM and more with your connections

Filter Connections Select: All, None

All Connections (525)

Tags Manage

Last Name

Companies

Locations

- Greater Atlanta Area (247)
- Washington D.C. Metro Area (42)
- Greater Boston Area (19)
- Charlotte, North Carolina Area (16)
- Raleigh-Durham, North Carolina Area (13)
- Greater Denver Area (11)
- Greater Philadelphia Area (10)
- Greater Nashville Area (9)
- Greater Chicago Area (8)
- Greater Los Angeles Area (8)
- Greater New York City Area (7)

Industries

Industries

- Civil Engineering (82)
- Architecture & Planning (77)
- Construction (68)
- Marketing and Advertising (59)
- Computer Software (43)
- Information Technology and Services (30)
- Management Consulting (23)
- Accounting (15)
- Design (11)
- Environmental Services (11)
- Mechanical or Industrial Engineering (9)

Recent Activity

- New Connections (6)
- Connections With New Connections (266)

Tags Manage

- AEC (297)
- colleagues (67)
- SMPS (43)
- Deltek (26)
- group members (26)
- Client (14)
- friends (14)
- Vendor (9)
- LinkedIn Only (3)
- Competitor (2)
- Presenter (2)
- classmates (1)

Name	Job Title	Connections
Abbey, Chris	Business Development Manager - Van Winkle Construction	189
Abree, Afsaneh	Business Development Manager - Albion Scaccia Enterprises, LLC	491
Adkerson, Stan	Production Manager / IT Manager - NRG Vision	166
Aiken, Melissa	Marketing Coordinator - Clark Patterson Lee	141
Alejo, Simeon	Accounting Manager - Reid Middleton, Inc.	56
Allemand, Rhonda	Graphics - Lackmond	15
Alteri, Pamela	District Marketing Leader, Trane - Georgia/Alabama - Trane	67



# Marketing You & Your Company

Companies Home Search Companies Following (9)

real estate

Sort By: Relevance  35 Results

**Refine By**

**Location**

Headquarters Only

All Locations

United States (726)

Greater New York City Area (61)

Greater Los Angeles Area (52)

India (44)

Dallas/Fort Worth Area (44)

Greater Atlanta Area (35)

[Show more...](#)

**Job Opportunities**

Hiring on LinkedIn (0)

**Industry**

All Industries

Real Estate (180)

Law Practice (45)

Commercial Real Estate (30)

Financial Services (17)

Accounting (15)

Construction (13)

Marketing and Advertising (12)


Computer Software (6)

Legal Services (6)


Investment Management (6)

Management Consulting (5)


[Show less...](#)




**King Industrial Realty, Inc./CORFAC Int'l**  
Commercial Real Estate  
Greater Atlanta Area | 51-200 employees | 111 followers  
[▶ 1 person in your network](#)




**Guardian Investment Real Estate**  
Commercial Real Estate  
San Francisco Bay Area | 11-50 employees | 41 followers  
[▶ 1 person in your network](#)




**Colliers International | Atlanta**  
Commercial Real Estate  
Greater Atlanta Area | 51-200 employees | 77 followers  
[▶ 3 people in your network](#)




**Jackson Oats Shaw Corporate Real Estate, LLC**  
Commercial Real Estate  
Greater Atlanta Area | 51-200 employees | 31 followers  
[▶ 3 people in your network](#)



**Hart Corporation Industrial Real Estate**  
Commercial Real Estate  
51-200 employees | 85 followers  
[▶ 1 person in your network](#)



**APD Solutions**  
Management Consulting  
Greater Atlanta Area | 11-50 employees | 40 followers



**Roberts Commercial Real Estate**  
Commercial Real Estate  
Greater Atlanta Area | 11-50 employees | 25 followers  
[▶ 3 people in your network](#)

**Relationship**

All LinkedIn Members

1st Connections (1)

2nd Connections (27)

3rd + Everyone Else (8)

---

**Company Size**

All Companies

1-10 (41)

11-50 (21)

51-200 (11)

201-500 (3)

501-1000 (0)

[Show more...](#)

---

**Number of Followers**

---

**Fortune**





# Marketing You & Your Company

Sort By: **Relevance** ▾

78 Results



## IA Interior Architects

Design

San Francisco Bay Area | 201-500 employees | 2,167 followers

▾ 24 people in your network



**David Bourke**  
Managing  
Principal/CMO

2nd



**Calley Springer**  
Junior Interior  
Designer

2nd



**Katrina Reid**  
Director of Global  
Marketing

2nd

[View all 24 people.](#)



## HADP Architecture, Inc

Architecture & Planning

Miami/Fort Lauderdale Area | 51-200 employees | 148 followers

▾ 2 people in your network



**David M Harper**  
FAIA  
President & CEO

2nd



**Derrick Fuqua**  
Marketing Director

2nd



## Niles Bolton Associates

Architecture & Planning

Greater Atlanta Area | 51-200 employees | 457 followers

▾ 58 people in your network



**Tyler Burns**  
Director of  
Marketing &  
Public Relations

1st



**Wynne Bolton**  
Marketing  
Consultant

2nd



**Jeremy Fretts**  
Designer / Project  
Architect

2nd

[View all 58 people.](#)

### How you're connected to David M

You



Lisa Roberson, CPSM

Betty Hearn

Scott Mickle, CPSM

Janice Wittchiebe

Peggy Henderson

... and 7 others



2nd David M Harper FAIA



# Marketing You & Your Company

## Home Tab

- More ▾
- Groups
- Profiles**
- Companies
- Applications
- Recommendations
- News
- Photos
- Connections
- Answers
- Recently Joined
- See additional views »

## Update Search

Search within checked filters

**Network** 

- By Me (4)
- 1st Connections (166)
- 2nd Connections (12,582)
- 3rd + Everyone (5,977,801)

**Update Type** 

- Connection (2,272)
- Shares (246)
- Profiles (165)
- Groups (171)
- Company (103)
- Application (26)
- News (13)
- Answers (1)



**Lee J. Hopkinson** is now Director of Business Development at Charles Pankow Builders

Like (3) • Comment (4) • 5 days ago

Ryan Ozawa, John Nelson Jr, and Jared Willis like this



**Jared Willis** Congrats Lee!

5 days ago



**Ryan Ozawa** Awesome!

5 days ago



**David Cappadona** Congratulations Lee...make it rain my friend. Cheers!!!

4 days ago



**Sarah Mackley Gonnella** Congratulations Lee!

Less than a minute ago

Add a comment...



# Measuring Results

1. Network Statistics
2. Who's Viewed Your Profile
3. Company Statistics
4. Tracking Tools
  - Bit.ly
  - Hubspot
  - Google Analytics






# Measuring Results

Connections Imported Contacts Profile Organizer **Network Statistics**

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [Invite connections now](#).

## Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 5,563,500+ professionals — here's how your network breaks down:

<b>1</b>  <b>Your Connections</b> Your trusted friends and colleagues	<b>526</b>
<b>2</b>  <b>Two degrees away</b> Friends of friends; each connected to one of your connections	<b>124,000+</b>
<b>3</b>  <b>Three degrees away</b> Reach these users through a friend and one of their friends	<b>5,439,000+</b>
<b>Total users you can contact through an Introduction</b>	<b>5,563,500+</b>

32,635 new people in your network since May 10

## The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.






Total users you can [contact directly](#) — [try a search now!](#) **150,000,000+**


## More About Your Network



### REGIONAL ACCESS

*Top locations in your network:*

- 6%  1. Greater New York City Area
- 4%  2. Greater Atlanta Area
- 4%  3. San Francisco Bay Area
- 3%  4. Greater Chicago Area
- 3%  5. Washington D.C. Metro Area

 Your region: [Greater Atlanta Area](#)

Your connections are in 69 locations but your network gives you access to **867 additional locations**, including:

- United States
- London, United Kingdom
- Columbus, Ohio Area

**Fastest growing** locations in your network:

1. Greater Atlanta Area
2. Pune Area, India
3. Greater New York City Area



### INDUSTRY ACCESS

*Top industries in your network:*

- 12%  1. Marketing and Advertising
- 10%  2. Information Technology and Services
- 6%  3. Management Consulting
- 5%  4. Accounting
- 4%  5. Financial Services

 Your industry: [Management Consulting](#)

Your connections are in 61 industries but your network gives you access to **148 additional industries**, including:

- Hospitality
- Health, Wellness and Fitness
- Broadcast Media

**Fastest growing** industries in your network:

1. Information Technology and Services
2. Computer Software
3. Business Supplies and Equipment



# Measuring Results

## Profile Stats

Last 90 Days

[Settings](#)

### Who's Viewed Your Profile

#### LAST TWO DAYS



#### **Karen Chin**

**Multi-tasking, can-do attitude, results oriented Marketing Director**  
Greater Atlanta Area | Construction  
In Common: ▶ [125 shared connections](#) ▶ [3 shared groups](#)



#### **Sarah Zibanejadrad**

**Marketing Coordinator at Oasis Consulting Services**  
Greater Atlanta Area | Marketing and Advertising  
In Common: ▶ [8 shared connections](#) ▶ [1 shared group](#)



#### **Kim Thompkins, CPSM**

**Associate/Marketing Manager at Stevens & Wilkinson**  
Greater Atlanta Area | Architecture & Planning  
In Common: ▶ [63 shared connections](#) ▶ [2 shared groups](#)



#### **Maureen Upchurch**

**Public Relations Consultant**  
Greater Atlanta Area | Public Relations and Communications  
In Common: ▶ [1 shared connection](#)



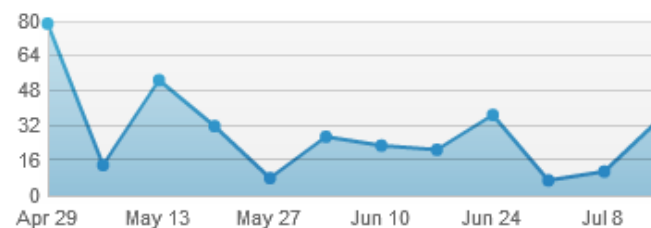
#### **Jeffrey Roenick**

**Partner at Aligned Business Solutions, LLC**  
Washington D.C. Metro Area | Information Technology and S  
In Common: ▶ [1 shared connection](#) ▶ [1 shared group](#)

### Trends

**Views** [Appearances in Search](#)

Total Views 347



### Who's Viewed Your Profile?

**17** Your profile has been viewed by 17 people in the past 7 days.

**38** You have shown up in search results 38 times in the past 7 days.



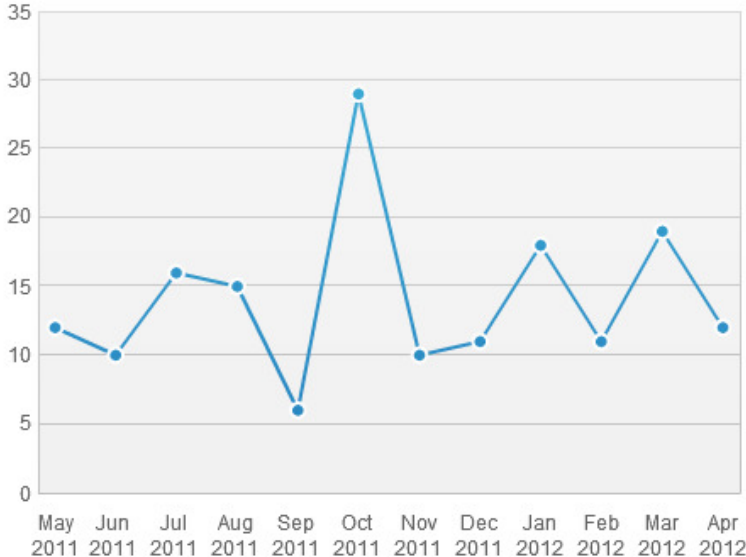
# Measuring Results

Companies > SMPS Atlanta

Overview Careers Products & Services **Page Statistics**

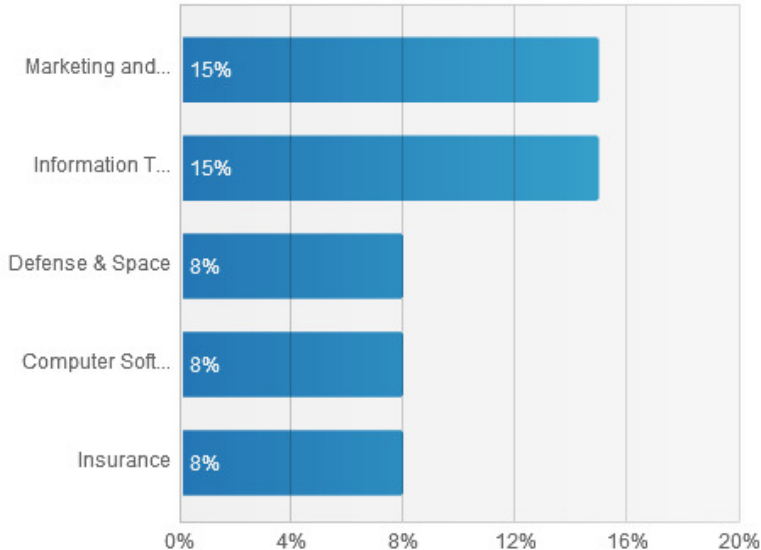
### PAGE VIEWS

All Overview Careers Products & Services



### PAGE VISITOR DEMOGRAPHICS

Industry Function Company



# Measuring Results

[bit.ly/ICzGDC](http://bit.ly/ICzGDC)

Full Sail Partners Launches Firm and Website

**85 Clicks**  
This bitly link [bit.ly/ICzGDC](http://bit.ly/ICzGDC) was added by [@ReachFullSail](#)

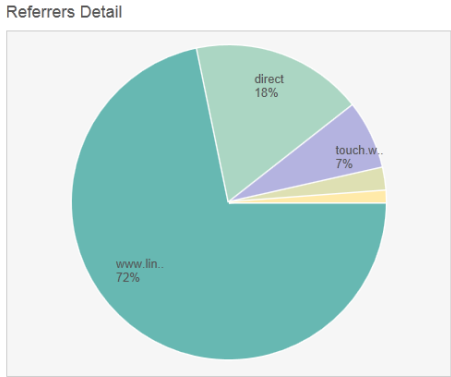
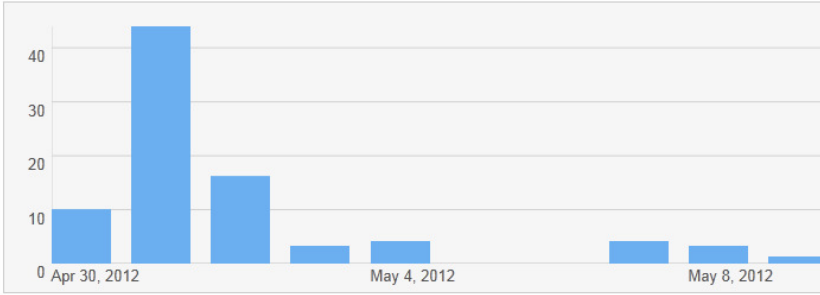
**85 Clicks**  
All clicks on the aggregate bitly link [bit.ly/ICzGDD](http://bit.ly/ICzGDD) | [Info Page+](#)

Long Link: <http://www.fullsailpartners.com/FSPblog/bid/140351/Full-Sail-Partners-Launches-Firm-and-Website>

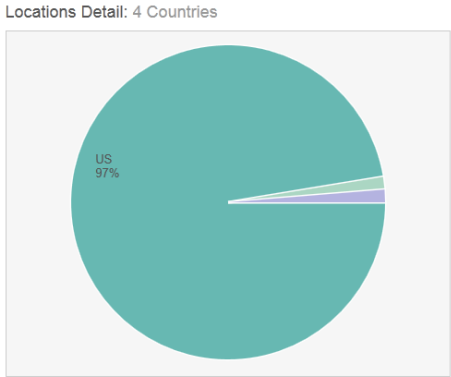
Conversations: [Tweets 0](#); [Shares 0](#), [Likes 0](#), [Comments 0](#);



85 Click(s) on this link Total



Referring Site	Click(s)
<a href="#">www.linkedin.com</a>	61
<a href="#">Email Clients, IM, AIR Apps, and Direct</a>	15
<a href="#">touch.www.linkedin.com</a>	6
<a href="#">t.co</a>	2
<a href="#">us.mc826.mail.yahoo.com</a>	1



Country	Click(s)
United States ( US )	75
Canada ( CA )	1
Denmark ( DK )	1
Others	8

# Marketing Metrics

Presented by Full Sail Partners





# Marketing Metrics

1. Do you have potential work to support staff?
2. Do you know how successful you are at winning projects?
3. Do you know the proposal cost vs. revenue generated?

How can you improve your business if you don't know what is working and more important, what isn't?



# Marketing Metrics

## Sales Forecasting

Opportunity Name	Company	Contact	Proposal Due Date	Est. Revenue	Probability	Weighted Estimated Revenue Start Date	Estimated Compl.Date
<b>Organization: BO:AR Boston Architecture</b>							
Stage: Negotiation							
<a href="#">Anderson Clinic Expansion</a>	Anderson & Associates, LLC	DeRosa, George	9/1/2010	2,300,000.00	60.00	1,380,000.00 10/1/2010	5/1/2011
Total for Negotiation				2,300,000.00		1,380,000.00	
Stage: RFP/Q							
<a href="#">AI</a>				500,000.00	50.00	250,000.00 9/24/2010	8/1/2011
<a href="#">T</a>				500,000.00		250,000.00	
<a href="#">S</a>							
<a href="#">Bl</a>	<b>Sep 10</b>	<b>Oct 10</b>	<b>Nov 10</b>	<b>Dec 10</b>	<b>Jan 11</b>		
<a href="#">T</a>						1,500,000.00 9/3/2010	6/3/2011
<b>Tot:</b>				<b>1,500,000.00</b>	<b>80.00</b>	<b>1,200,000.00</b>	
<b>-</b>				<b>4,300,000.00</b>		<b>2,830,000.00</b>	
		200,845.07	194,366.20	200,845.07	200,845.07		
		<b>200,845.07</b>	<b>194,366.20</b>	<b>200,845.07</b>	<b>200,845.07</b>		
	5,608.97	24,839.74	24,038.46	24,839.74	24,839.74		
	<b>5,608.97</b>	<b>24,839.74</b>	<b>24,038.46</b>	<b>24,839.74</b>	<b>24,839.74</b>		
	122,627.74	135,766.42	131,386.86	135,766.42	135,766.42		
	<b>122,627.74</b>	<b>135,766.42</b>	<b>131,386.86</b>	<b>135,766.42</b>	<b>135,766.42</b>		
	<b>128,236.71</b>	<b>361,451.24</b>	<b>349,791.52</b>	<b>361,451.24</b>	<b>361,451.24</b>		



# Marketing Metrics

## Hit Rate by Percentage

Opportunity Name	Company	Est. Revenue	Probability	Weighted Revenue	Days Open Stage
<b>Opportunity Owner: Hit Rate 0%</b>					
Wesley Industrial Park Elevated Railway	The Bradford Group of Broward County	645,000.00	90.00	580,500.00	291 RFP/Q
<b>Total for [blank]</b>		<b>645,000.00</b>		<b>580,500.00</b>	<b>291</b>
<b>Opportunity Owner: 00001 Apple, William Hit Rate 50.0%</b>					
Balboa International Office and Commercial Complex	Dalton Brothers Construction Co.	79,000.00	100.00	79,000.00	215 Awarded
Belmont Park	Anderson & Associates, LLC	515,000.00	100.00	515,000.00	210 Awarded
Burlington Research Park	Peabody Industrial Group	1,500,000.00	80.00	1,200,000.00	637 Shortlisted/Interview
Cape Cod Vacation Club	Cape Cod Developer Group	2,500,000.00	100.00	2,500,000.00	323 Lost
Cariton Industries Plant Expansion		5,000,000.00	100.00	5,000,000.00	181 Awarded
I-66 Expansion	Virginia Department of Transportation	4,500,000.00	30.00	1,350,000.00	589 RFP/Q
Lower Patuxent Waste Water Treatment Facility	Metropolitan District Commission	4,500,000.00	70.00	3,150,000.00	625 Shortlisted/Interview
Newtown Village Airport Renovation	Dalton Brothers Construction Co.	750,000.00	100.00	750,000.00	517 Awarded
<b>Total for 00001</b>		<b>19,344,000.00</b>		<b>14,544,000.00</b>	<b>3,297</b>
<b>Opportunity Owner: 00026 Johnson, Ann Hit Rate 33.33%</b>					
Concord Center for the Arts	The Concord Corporation	2,300,000.00	50.00	1,150,000.00	289 RFP/Q
Morning University Student Union Renovation	Morning Foundation	2,600,000.00	80.00	2,080,000.00	641 Negotiation
NOVIS Telecom Regional Headquarters	Nowis Telecom	12,000,000.00	100.00	12,000,000.00	98 Awarded
<b>Total for 00026</b>		<b>16,900,000.00</b>		<b>15,230,000.00</b>	<b>1,028</b>



# Marketing Metrics

## Hit Rate by Revenue

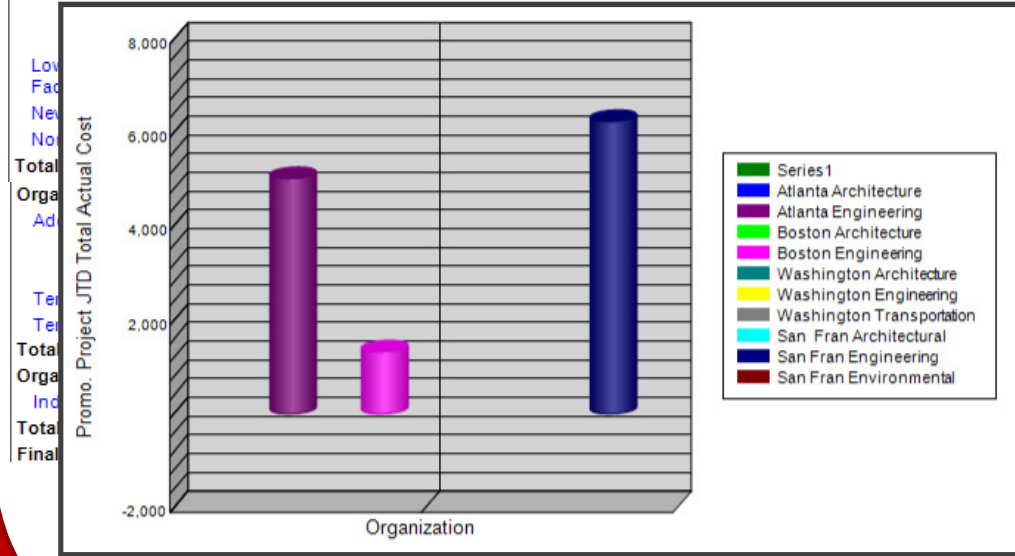
Opportunity Name	Company	Est. Revenue	Probability	Weighted Revenue	Days Open Stage
<b>Opportunity Owner: Hit Revenue 0%</b>					
Wesley Industrial Park Elevated Railway	The Bradford Group of Broward County	645,000.00	90.00	580,500.00	291 RFP/Q
<b>Total for [blank]</b>		<b>645,000.00</b>		<b>580,500.00</b>	<b>291</b>
<b>Opportunity Owner: 00001 Apple, William Hit Revenue 32.80%</b>					
Balboa International Office and Commercial Complex	Dalton Brothers Construction Co.	79,000.00	100.00	79,000.00	215 Awarded
Belmont Park	Anderson & Associates, LLC	515,000.00	100.00	515,000.00	210 Awarded
Burlington Research Park	Peabody Industrial Group	1,500,000.00	80.00	1,200,000.00	637 Shortlisted/Interview
Cape Cod Vacation Club	Cape Cod Developer Group	2,500,000.00	100.00	2,500,000.00	323 Lost
Carlton Industries Plant Expansion		5,000,000.00	100.00	5,000,000.00	181 Awarded
I-66 Expansion	Virginia Department of Transportation	4,500,000.00	30.00	1,350,000.00	589 RFP/Q
Lower Patuxent Waste Water Treatment Facility	Metropolitan District Commission	4,500,000.00	70.00	3,150,000.00	625 Shortlisted/Interview
Newtown Village Airport Renovation	Dalton Brothers Construction Co.	750,000.00	100.00	750,000.00	517 Awarded
<b>Total for 00001</b>		<b>19,344,000.00</b>		<b>14,544,000.00</b>	<b>3,297</b>
<b>Opportunity Owner: 00026 Johnson, Ann Hit Revenue 71.01%</b>					
Concord Center for the Arts	The Concord Corporation	2,300,000.00	50.00	1,150,000.00	289 RFP/Q
Morning University Student Union Renovation	Morning Foundation	2,600,000.00	80.00	2,080,000.00	641 Negotiation
NOVIS Telecom Regional Headquarters	Nowvis Telecom	12,000,000.00	100.00	12,000,000.00	98 Awarded
<b>Total for 00026</b>		<b>16,900,000.00</b>		<b>15,230,000.00</b>	<b>1,028</b>



# Marketing Metrics

## Hit Rate – Total Actual Costs for Promo Hours

Opportunity Name	Company	Contact	Stage	Est. Revenue	Probability	Weighted Revenue	Promo. Project JTD Actual Costs	Promo. Project JTD Hours
<b>Organization: AT:EN Atlanta Engineering Hit Rate 0%</b>								
Abington Elementary School	City of Charlotte	Martin, Nadine	RFP/Q	500,000.00	50.00	250,000.00	5,019.29	154.90
<b>Total for AT:EN</b>				<b>500,000.00</b>		<b>250,000.00</b>	<b>5,019.29</b>	<b>154.90</b>
<b>Organization: BO:EN Boston Engineering Hit Rate 57.14%</b>								
Belmont Park Grand Station Renovation	Anderson & Associates, LLC	Zimmerman, Dylan	Awarded	515,000.00	100.00	515,000.00		
Belmont Park	Anderson & Associates, LLC	Zimmerman, Dylan	Awarded	515,000.00	100.00	515,000.00		
Boston Women's and Children's Hospital	Sikes Consultants	Sikes, Carolyn	RFP/Q		40.00			
	Parkinson Associates	Parkinson, Frank						
	Sides Management Consultants	Sides, Franklin						
Children's Hospital Expansion	Parkinson Associates	Parkinson, Frank	Shortlisted/Interview	2,300,000.00	80.00	2,070,000.00	1,324.00	36.00
Low Fac			Interview	4,500,000.00	70.00	3,150,000.00		
New				750,000.00	100.00	750,000.00		
No				840,000.00	100.00	840,000.00		
Total				<b>9,420,000.00</b>		<b>7,840,000.00</b>	<b>1,324.00</b>	<b>36.00</b>
Orga								
Ad				700,000.00	100.00	700,000.00	6,237.21	175.40
Te				3,200,000.00	60.00	1,920,000.00		
Te				3,200,000.00	60.00	1,920,000.00		
Total				<b>7,100,000.00</b>		<b>4,540,000.00</b>	<b>6,237.21</b>	<b>175.40</b>
Orga								
Ind				1,200,000.00	100.00	1,200,000.00		
Total				<b>1,200,000.00</b>		<b>1,200,000.00</b>		
Final				<b>78,944,000.00</b>		<b>58,459,500.00</b>	<b>12,580.50</b>	<b>366.30</b>



# Marketing Metrics

## Client Satisfaction

1. Would it be helpful to know if business is increasing or decreasing for a client or contact?
2. Do you have a client nurturing and a client maintenance plan?
3. Do you treat all of your “best” clients the same as new clients?

It costs 7 times more to obtain a new client than to maintain existing clients.



# Marketing Metrics

## Ways to Gauge Client Satisfaction

1. Survey (corporate vs. project)
2. Debrief (corporate vs. project)
3. Understand their expectations

What other metrics  
provide you insight?



# Marketing Metrics

## Client Relationship Evaluation

**Atlantic Research Corporation \***

General | Contacts | Associations | Activities | Opportunities | Projects | Additional Info | Files

Number: 0000000192    Type of Company: Health Care

Name: Atlantic Research Corporation    Status: Active

Client:  Vendor    Relationship: Nurturing

Date	Previous Classification	Current Classification
3/31/2011	Established	Nurturing
12/31/2010	Nurturing	Established
9/30/2010	Prospective	Nurturing
6/30/2010		Prospective

### Client Classification

#### Established

Client has more than 3 projects or more than \$250,000 over the past 12 months.

#### Nurturing

Client has provided 1-2 projects or less than \$250,000 in the past 12 months.

#### Prospective

Developing relationship. No past projects.





# Join the Social Media Conversation

 LinkedIn: <http://www.linkedin.com/company/full-sail-partners>

 Twitter: <http://twitter.com/#!/reachfullsail>



***For more information contact:***

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Hearing what you have to say, whether criticism or praise,  
helps us provide you better information and service.

Please fill out the survey and provide your feedback.

