

Tap Into the Power of LinkedIn

Presented by Sarah Gonnella
VP of Marketing & Business Development



Who Is Sarah Gonnella?



Full Sail Partners

- VP of Marketing/Business Development
- Executive Management Team
- CRM Consultant for Deltek Vision
- @ReachFullSail
- @Deltek
- @DeltekVision
- @SarahGonnella



**Society for Marketing
Professional Services**

SMPS

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



Learning Objectives

1. Understand real-life applications
2. Building LinkedIn presence
3. Building your network (*pause for the cause*)
4. Marketing you and your business
5. Measuring results



Understand Real-Life Applications

Who Should Use LinkedIn at Your Firm?



Real-Life Applications

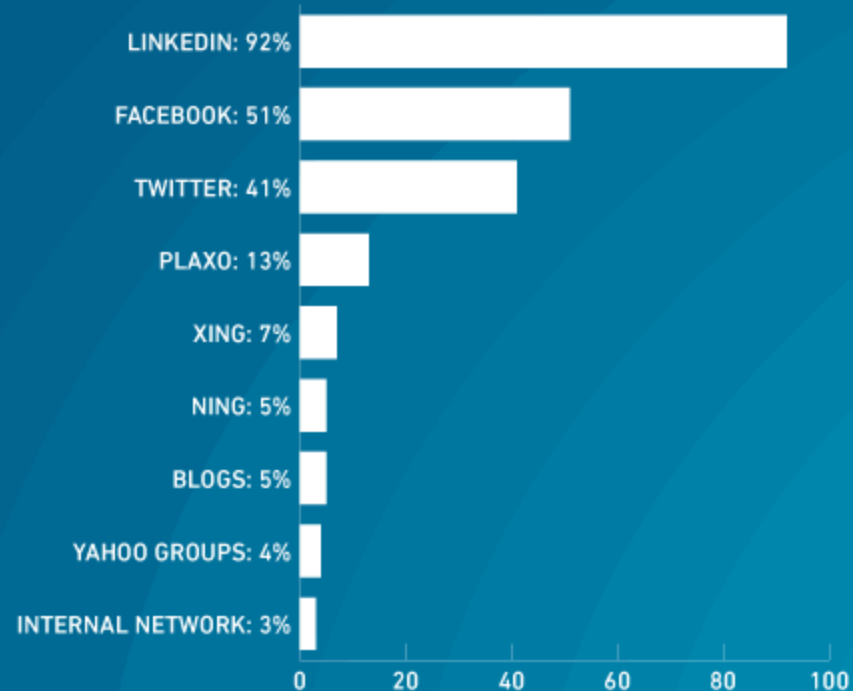
1. 200 million users (Largest professional social network online today)
2. LinkedIn welcomes 65 million unique users each month
3. The average member is a college-educated male between 25 and 54 years old.
4. Over 40% of members are manager level and above
5. More than 25% are senior executives.

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.



Real-Life Applications

THE MOST POPULAR SOCIAL MEDIA SITES AMONG EXECUTIVES:



TOP 5

REASONS WHY EXECUTIVES VISIT ONLINE NETWORKS

- ✓ GREAT WAY TO KEEP TRACK OF PEERS AND COLLEAGUES
- ✓ EASY ACCESS TO THOUGHT LEADERSHIP OR INFORMATION THAT CAN'T BE FOUND ELSEWHERE
- ✓ GOOD WAY TO SHOWCASE THEMSELVES OR THEIR COMPANIES
- ✓ EASY ACCESS TO LEARNING AND PROFESSIONAL DEVELOPMENT
- ✓ THEY WISH TO FIND OUT WHAT OTHERS THINK OF PRODUCTS, VENDORS OR APPROACHES



Why Use LinkedIn?



Real-Life Applications

How do others use LinkedIn?

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



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



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



Real-Life Applications

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



Real-Life Applications

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**



Real-Life Applications

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



Building a LinkedIn Presence

Building a 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?

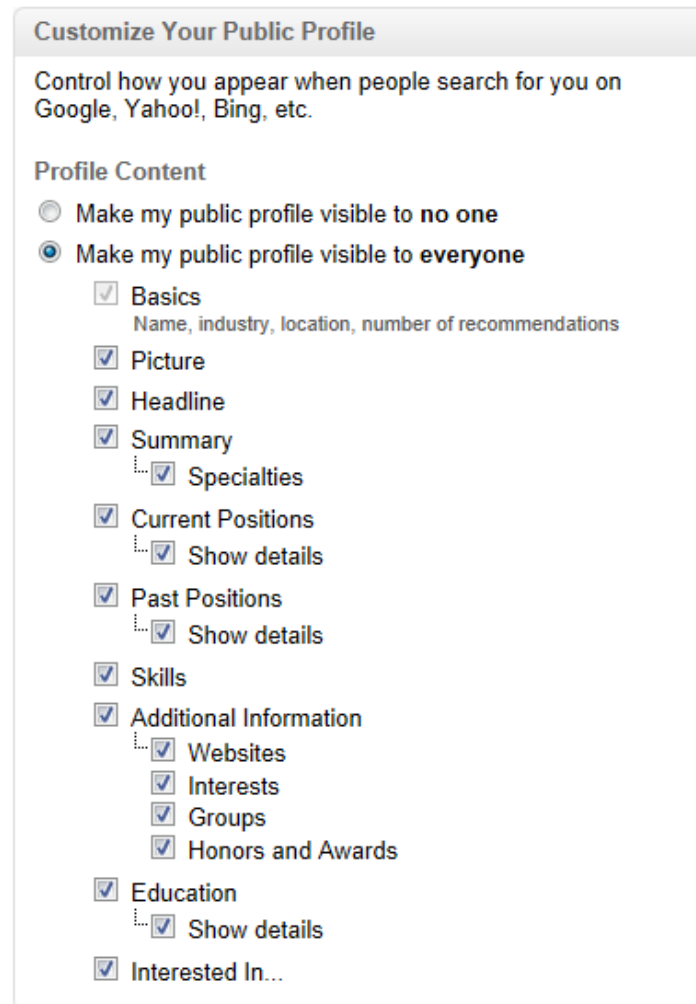
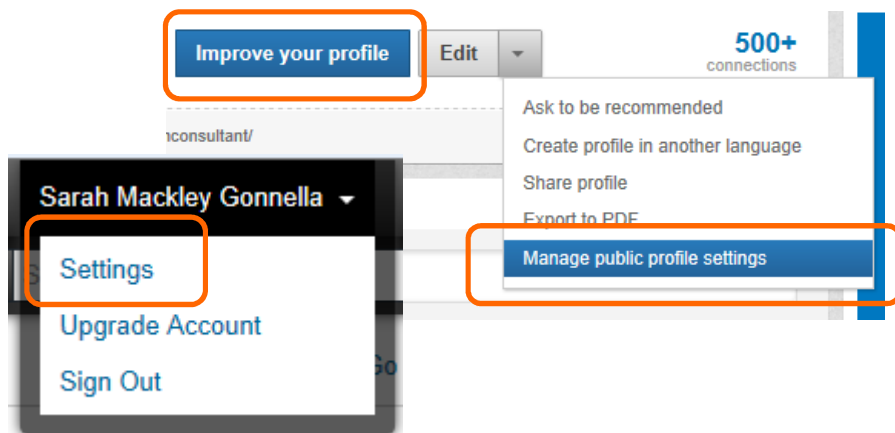
LinkedIn suggests that having a completed profile provides you with a 40% greater chance for networking success, and they make it easy for you to understand how to achieve that 100% completion



Building a LinkedIn Presence

Build a professional persona | Use the “improve your profile” button

Settings | Be visible (change settings to everyone can view profile)



Building a LinkedIn Presence

Face to the Name | Upload a professional headshot picture to build trust

Company Presence | Be sure to connect to your company's profile

Title | Creative headline to brand yourself in 120 characters

SEO

The screenshot shows a LinkedIn profile for Sarah Mackley Gonnella. A professional headshot is highlighted with an orange border. The profile name, 'Sarah Mackley Gonnella', and her headline, 'Educator of CRM Best Practices, Technology Processes, Social Media and Marketing Metrics', are also highlighted with an orange border. Her current position, 'Full Sail Partners, SMPS Atlanta', is highlighted with an orange border. Below the profile, there are buttons for 'Improve your profile' and 'Edit'. A popup window for 'Full Sail Partners' is overlaid on the right, showing the company's description, website, industry, and a 'Stop following' button.

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

Current **Full Sail Partners, SMPS Atlanta**
Previous Acumen Advisors, Innovative Solutions Group, Ltd. (IS)
Prime Engineering
Education Truman State University

Improve your profile Edit


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 »

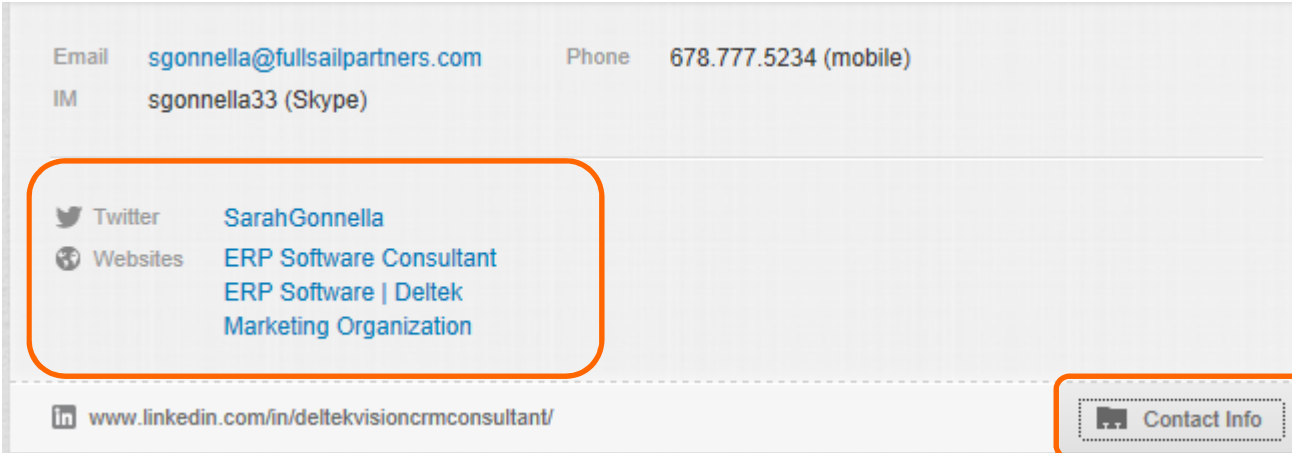
Co. Size: 11-50 employees
Website: <http://www.fullsailpartne...>
Industry: Management Consulting

★ Stop following



Building a LinkedIn Presence

Company Website / Blog | Chose “Other” and think about how people would search for your company. (three are available) 



The screenshot shows a LinkedIn profile's contact information section. It includes fields for Email, IM, Phone, and a list of social media links. The 'Websites' field is highlighted with an orange border, and a 'Contact Info' button is also highlighted with an orange border.

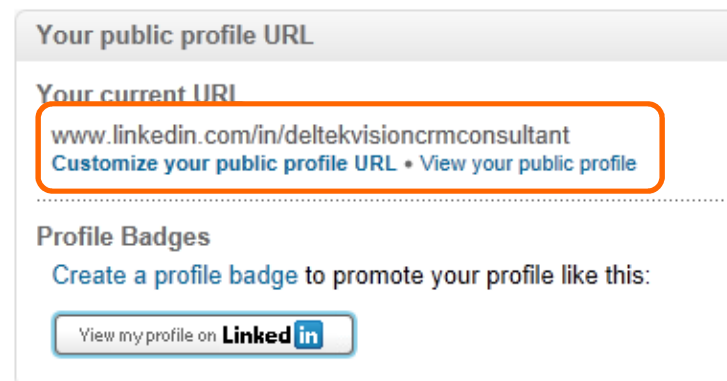
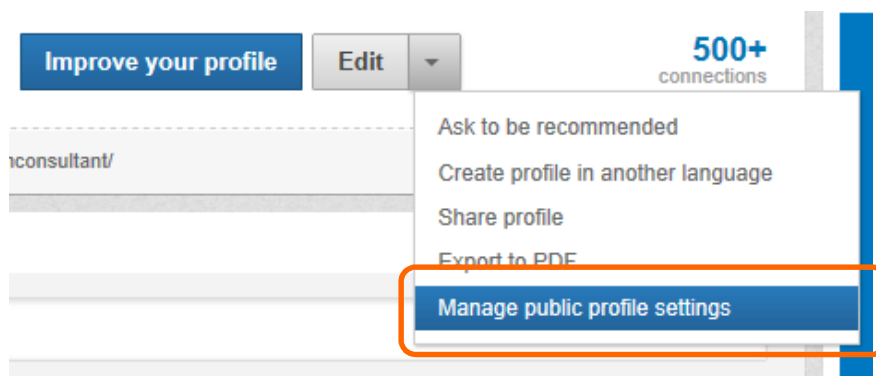
Email	sgonnella@fullsailpartners.com	Phone	678.777.5234 (mobile)
IM	sgonnella33 (Skype)		
Twitter	SarahGonnella		
Websites	ERP Software Consultant ERP Software Deltek Marketing Organization		
LinkedIn	www.linkedin.com/in/deltekvisioncrmconsultant/	Contact Info	



Building a LinkedIn Presence

Unique URL | You can use your name or think about how people search for you?

For example, linkedin.com/in/noisepollutionconsultant



Building a LinkedIn Presence

VP of Marketing & Business Development | Principal CRM Consultant

Full Sail Partners

May 2012 – Present (11 months)

As an executive of the firm, role includes overseeing marketing and business development strategy as a Deltek Premier Partner. As a Deltek solutions provider, offerings include business consulting, technology solutions, and application hosting for Deltek Vision, an Enterprise Resource Planning (ERP) solution. Markets include architectural, engineering, construction, environmental, energy, management consulting, and professional service industries.

Responsibilities include: Email marketing, Budgeting, Website, Marketing Automation, Event Marketing, User Groups, Market Segmentation, PR, Social Media, Lead Generation, Client Satisfaction, and Product Marketing.

In 2013, received Deltek's Marketing Excellence Award.

Principal CRM Consultant

- + Develop innovative solutions to achieve business objectives
- + Identify system configuration to generate dashboard and reports used for analysis of sales funnel and forecasting, marketing campaigns, and client segmentation
- + Conduct CRM needs analysis to identify areas of improvement and automation
- + Creative strategies, process facilitation, best-practices and documentation for Vision Workflow and stored procedure creation.
- + Experienced in implementation planning, database configuration including organization set-up, utilities and security, reporting, and administrator/end-user training for Deltek Vision CRM, Custom Proposals, and SF330 modules
- + Expertise in data mapping from Deltek CRM, Cosential, FileMaker, ACT!, SAGE, Goldmine, Outlook, Quickbooks, and many more
- + Consulting services for Management Consulting, Healthcare, IT Consulting, Financial Consulting, Architectural and Engineering firms

Note: This firm was formerly Acumen Advisors & ISG.

▶ 2 projects



Experience | Should you really include every job? Will this get me to where I want to go? Current and 2 past are required.



Building a LinkedIn Presence

BACKGROUND



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.



PROJECTS

Deltek Vision Tips & Tricks Series: Workflow for Modified User →

Deltek Vision How-To Video Series: Info Center Help →

Summary | Your personal elevation pitch. Write in third person.

Specialties | What you do you and your firm specialize in?

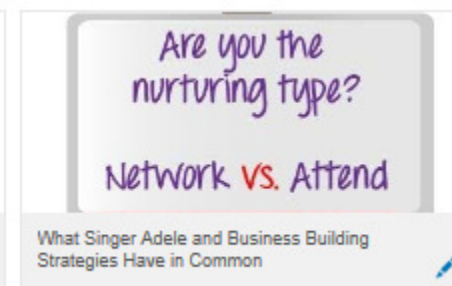
Projects | Purpose is for students – Use to link to blog articles, videos, etc.



Building a LinkedIn Presence


3rd Party Content Replaced


- My Travel by Triplt
- Legal Updates by JD Supra
- Portfolio Display by Behance
- SlideShare Presentations by SlideShare
- Lawyer Ratings by LexisNexis
- WordPress by Automatic
- Box Files by Box
- Slideshare
- Amazon Reading List



Building a LinkedIn Presence

Publications | Build your online persona.

 PUBLICATIONS



Leveraging Your CRM →


Marketer

February 1, 2012

CRM, the acronym for client (or customer) relationship management, has evolved in the last 15 years but still confuses many business professionals as to its translation and definition. The words client (or customer) relationship management seem to make sense but the true purpose of a CRM tool still seems a mystery to many business owners.


Article link requires membership to SMPS.

2 authors



Sarah Mackley Gonnella

Educator of CRM Best Practices, Technology Processes, Social Media and Marketing Metrics



Michelle Kelly

Owner/President at Red Energy Promotions, LLC


Four Ways Technology Will Impact the Future of Marketing →

SMPS Marketer

December 1, 2012


Technology seems to be on the tip of every marketer's tongue these days and rightly so. The number of tools to accomplish our jobs seems to increase exponentially each year. Companies have been forced to adopt a certain tolerance toward change in order to remain competitive. The evolution of marketing techniques is required to keep pace with the changing technology and the high access clients have... more

2 authors



Sarah Mackley Gonnella

Educator of CRM Best Practices, Technology Processes, Social Media and Marketing Metrics



Tiffany Konenkamp, CPSM

Fire Protection Contractor



Building a LinkedIn Presence



SKILLS & EXPERTISE

Most endorsed for...

16	CRM	
12	Strategic Planning	
11	Marketing Strategy	
8	Deltek	
6	Social Media	
3	Deltek Vision	
3	CRM software	
1	Graphics	
1	Social Media Measurement	
	LinkedIn	

Sarah also knows about...

Marketing Research Hidden Web Video Blogging Marketing Automation
Proposal Automation SF330 Automation Technology Solutions

Skills & Expertise |

Think website meta tags & your online persona.

Hiding Endorsements or Skills | Thanks but no thanks!

Add & Remove | **Manage Endorsements** | Display your endorsements?

16	CRM	<input checked="" type="checkbox"/>
12	Strategic Planning	<input checked="" type="checkbox"/>
11	Marketing Strategy	<input checked="" type="checkbox"/>
8	Deltek	<input checked="" type="checkbox"/>
6	Social Media	<input checked="" type="checkbox"/>
3	Deltek Vision	<input checked="" type="checkbox"/>
3	CRM software	<input checked="" type="checkbox"/>

Show/hide all endorsements

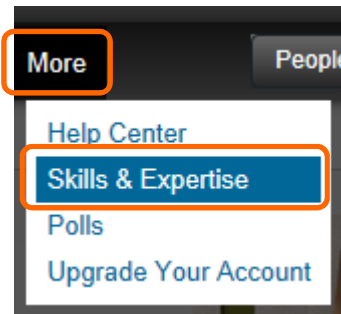
- Scott Seal
- Adrienne Wright
- Rick Julian

Save Cancel



Building a LinkedIn Presence

Skills & Expertise | What is trending?



Marketing ▼-1% y/y

Primary Industry: Marketing and Advertising

[Add Skill](#) [See Suggested Skills](#)

Skills & Expertise

Staying ahead of the curve has never been this easy

Discover the skills you need to succeed. Learn what you need to know from the thousands of hot, up-and-coming skills we're tracking.

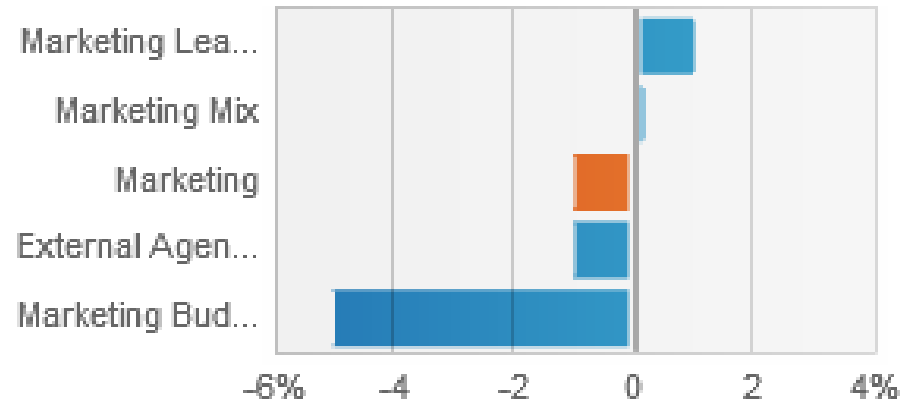
marketing [Search](#)

- Marketing
- Marketing Strategy
- Marketing Communications
- Social Media Marketing
- Digital Marketing
- Product Marketing
- Marketing Management
- Email Marketing
- Online Marketing
- Direct Marketing



Most popular skill

Relative Growth | Size | Age





Building a LinkedIn Presence


Reorder your profile |
Most important details
show first



PROJECTS

+ Add 



Deltek Vision Tips & Tricks Series: Workflow for Modified User →  | 

Deltek Vision How-To Video Series: Info Center Help →  | 



PUBLICATIONS

+ Add 

Leveraging Your CRM →  | 

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SMPS Marketer

December 1, 2012



Build a LinkedIn Network

How Many Connections Do You Have?



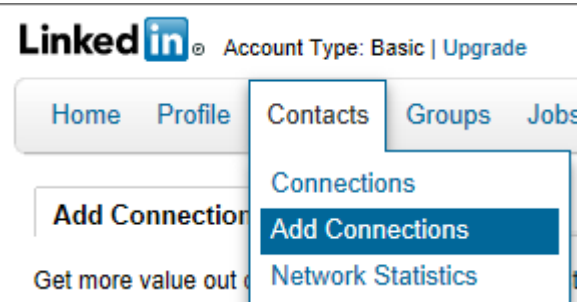
Build a LinkedIn Network

Quality vs. Quantity of Connections

- Can you confidently reach out to all of your contacts?
- Build a strong core group (former and current colleagues; clients, etc.)
- LIONs = LinkedIn Open Networkers. 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 or send email letting them know you will send an invite.



Build a LinkedIn Network



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:

[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 a LinkedIn Network

Contact Lookup

Display Type: **Advanced** Search Searches Organize

Search Criteria

Search Type	Search Field	Operator	Search List	Cond
Contact	E-mail address	Not Empty		AND
Contact	Employee Number	is me		AND

Display Search Text

Full Contact Name	Title	Company/Consultant/Partner Name	Company/Co	Company/Consultant/Partn
Anderson, Janet	Contracts Adm	Town of Sedona	Sedona	AZ
Baldwin, Virginia	Chief Executiv	Western Heights Medical Facilities	Cambridge	MA
Balfour, Albert	Chief Executiv	Madison Company	Washington	DC
Baumann, Chris	Chief Executiv	The Sumner Group	Milford	MA
Bedford, Anne	Chief Financial	Madison Company	Washington	DC
Benjamin, Peter U.	Chief Executiv	Fort Bragg General Hospital	Fort Bragg	CA

Active Only Total Rows

Clear Select Select All Close

janderson@sedona.org
baldwin@whmc.com
albertbalfour@madisoncompany.com
cbaumann@sumnergroup.com
abedford@madisoncompany.com
pubenjamin@fortbragggeneral.com
jbovis@atlanticresearch.com
wbrinkley@cvs.com
mgbrown@sfboe.org
mburlingame@southland.com
aicarl@aicarl.co
devon@bsc.ca
mmorning@morningfoundation.com

Enter Email Addresses

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

Send Invitations



Build a 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](#)

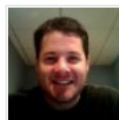
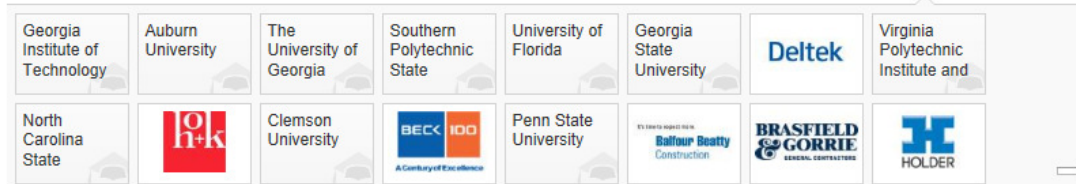
[View all](#)



Build a LinkedIn Network

People You May Know beta

See people from different parts of your professional life



Mark Spadorcia
Enterprise Account Executive at
FinancialForce.com
Greater Boston Area

[Connect](#)

41 shared connections



Channing Mason 2nd
Director of Operations
Greater Atlanta Area

[Connect](#)

47 shared connections



Scott Jones 2nd
Director Design & Construction at Georgia
Institute of Technology
Greater Atlanta Area

[Connect](#)

48 shared connections



Tricia Newton 2nd
Business Development at JE Dunn
Construction
Greater Atlanta Area

[Connect](#)

32 shared connections



Mark Minick 2nd
Owner, Minick Engineering, Inc
Greater Atlanta Area

[Connect](#)

60 shared connections



Birdel Jackson 2nd
President at B&E Jackson & Associates and
Owner, B&E Jackson & Associates
Greater Atlanta Area

[Connect](#)

29 shared connections



Donald Buenger 2nd
Owner, Urban Design Group
Greater Atlanta Area

[Connect](#)

25 shared connections



Drew Yantis 2nd
Senior Vice President at Holder Construction
Company
Greater Atlanta Area

[Connect](#)

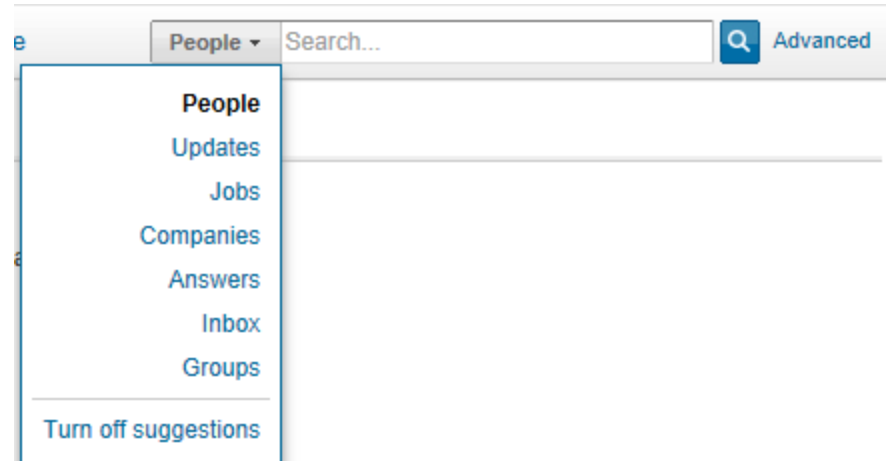
26 shared connections



Build a LinkedIn Network

Helpful Searching Options

- People
- Updates
- Companies
- Groups



Build a LinkedIn Network

OpenLink [? What is OpenLink?](#)

Compose your OpenLink Message

To: Channing Crawford Mason
From: Sarah Mackley Gonnella
 Include my contact information

Enter the contact information you would like to share

Email:
Phone:

Category:
Subject:

Your message to Channing:

I noticed your LinkedIn request and wanted to send you a quick message. I see we know a lot of the same people in the Atlanta area. I'm not sure if I have met you before through SMPS.

I use LinkedIn to keep in contact and up-to-date with people I've met or know and use it as a resource to connect to potential connections.

Let me know if you might have a moment to chat to better understand your firm and your role.

Channing is interested in:
career opportunities,
consulting offers, new ventures, job inquiries, expertise requests, business deals, reference requests, getting back in touch

Channing's contact advice:
Please concisely present your call objective and I will be happy to work with you.

Note: You have no Introductions en route. You can send 5 out at a time with your current account.



LinkedIn Purification Message Example



Build a LinkedIn Network












Group Connections

- **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.















Building a LinkedIn Network

Groups ▾ SMPS

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

Groups ▾ healthcare|

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

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



Building a LinkedIn Network

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 »](#)

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 »](#)

Pause for the Cause! Questions?



Marketing You & Your Company

How Do You Market Your Firm Now?



How Do I Market Me and My Firm on LinkedIn?



Listen
Interact
Engage



What Do I Listen For?



Listen



Marketing You & Your Company

Follow / Connect

- Your Firm
- Your Client's Company & Contacts
- Potential Clients
- Relevant Groups
- Organization Connections
- Partners
- Competitors?



Marketing You & Your Company

What is Going On?

- New Office/Location/Department?
- New Employee? Former Employees?
- New Project?
- What is important to them?
- Changes?



Listen 1st, Interact 2nd

3 out of 4

*members use
LinkedIn to keep up
on business news or
research companies*



Marketing You & Your Company

The image shows a LinkedIn company page for Wallace Engineering. The main page content includes the company logo, name, navigation tabs (Home, Products, Insights), a blue banner with a message to Sarah, and an 'About Wallace Engineering' section. The 'About' section contains three paragraphs of text and a 'Specialties' section listing 'Structural & Civil Engineering'. Below this is a table of company details.

Headquarters 200 East Brady Street Tulsa, Oklahoma 74103 United States	Website http://www.wallacesc.com	Industry Civil Engineering
Type Privately Held	Company Size 51-200 employees	
Founded 1981		

Overlaid on the right side is a search bar with 'wallace e' entered. Below it is a list of search results for companies, including Wallace Engineering (Civil Engineering; 51-200 employees), Scott Wallace Structural Engineers (Architecture & Planning; 1-10 employees), Rusty Wallace Racing Experience (Sports; 11-50 employees), WALLACE ELECTRONIC SALES (Electrical/Electronic Manufacturing; 1-...), and Walker, Wallace & Emerson Realty (Real Estate; 11-50 employees).

Another overlay shows a 'Connections' section with a 'Follow' button and '452 followers'. Below that is a 'Groups' section with two groups listed: 'Baldw' (77 members) and 'Baldw' (54 members).

A third overlay shows a 'HOW YOU'RE CONNECTED' section with four profile pictures and the following statistics: 2 first-degree connections, 38 second-degree connections, and 97 Employees on LinkedIn. A 'See all' link is at the bottom right of this overlay.



Marketing You & Your Company

Followed Company Updates



Jordan & Skala Engineers Our Charlotte office has moved! New Address: 4601 Charlotte Park Drive, Suite 100 Charlotte, NC 28217

Like · Comment · Share · 17 hours ago



Gresham, Smith and Partners Asurion wanted their new Atlanta Development Center to be an open, collaborative workplace that supports the complex and ever-changing nature of software design work. Check out the January issue of Workspace Design Magazine to see how GS&P responded to the challenge: ... more



Behind the Curtain: Asurion's New Atlanta Development Center
workspace设计magazine.com
Earlier this year, renowned technology company Asurion hired Gresham, Smith and Partners (GS&P) to design a new corporate office space for its Atlanta Development Center (ADC) in Georgia. The ADC serves as the home base for...

Like · Comment · Share · 18 hours ago



Ware Malcomb Our wm | toronto team was awarded at the 1st Annual TREB Commercial Building Awards for the design and architecture of the Habitat for Humanity project. Take a look at the corporate headquarters which includes offices, a daycare, and more: <http://bit.ly/136wwB6>



wm | breaking news
pinterest.com
Our wm | toronto team was awarded at the 1st Annual #TREB Commercial Building Awards for the design and #architecture of the Habitat for Humanity project. Way to go, team!

Like · Comment · Share · 19 hours ago



AECOM AECOM has formed a team of local and international water specialists to provide a holistic water solution towards the challenges of climate change in Ben Tre, Vietnam and Lijiang, Yunnan, China. Click below to read more.

Climate change adaptation for the water supply and sanitation...
aecom.com

AECOM was commissioned by the World Bank to provide consultancy services for climate change adaptation for the water supply and sanitation (WSS) sector in Vietnam and China. The objective of the project is to reduce...

Like (28) · Comment · Share · 20 hours ago

Rebecca Marsden, Tu M. Ha, and 26 others like this

Add a comment...



CH2M HILL The first Student & Landowner Education & Watershed Stewardship field day was a tremendous success! CH2M HILL employees Michael Clary & Steve spoke with students about wildlife and soils at the Elkhorn Basin Ranch last November. "Steve and Michael were great.... more



Student & Landowner Education & Watershed Stewardship field day.PNG
Image

Like (8) · Comment · Share · 21 hours ago

Paul Bailey, Fedaa El-Dosougi, and 6 others like this

Add a comment...



Gresham, Smith and Partners Congratulations to GS&P environmental professional Blair Everett, newly appointed to the Mayor's Green Team in Columbus, OH. The Green Team will lead Mayor Michael B. Coleman's "Get Green Columbus" initiative and will work on a wide variety of environmental stewardship ... more

GS&P's Blair Everett Appointed To Mayor's Green Team In Columbus, Ohio
greshamsmith.com

Gresham, Smith and Partners, a leading multi-disciplinary design and consulting firm for the built environment, is pleased to announce that Blair Everett, an environmental professional in GS&P's Columbus office, has been...

Like · Comment · Share · 21 hours ago



HOK David Ziolkowski's inspiring story of life without a car.



1,000 Days without a Car: A Transformation of Transportation
hoklife.com

It has been nearly one thousand days since Earth Day 2010. I'm proud to be part of a firm that celebrates this day as passionately as we do. It...

Like (8) · Comment (2) · Share · 21 hours ago



Marketing You & Your Company

Sarah Mackley Gonnella

I love my job! Whether it's through marketing or a CRM implementation its all about educating clients! Thank you Deltek for this honor.





Full Sail Partners Receives 2013 Marketing Excellence Award from...

fullsailpartners.com · Full Sail Partners has been selected as a 2013 Premier Partner & recipient of the 2013 Deltek Marketing Excellence Award.

Like (3) · Comment (2) · Share · 3 hours ago

 Daniel Immerman, Crista Misenheimer, and Rick Julian like

  Rick Julian congratulations, Sarah!
2 hours ago

 Tryst Anderson Congrats!
1 hour ago

Sarah Mackley Gonnella

You have the power! Vote for GS&P's next Intern. I voted for my favorite. They are finalists.



We're down to 2 finalists!

interiorsandsources.com · Meet the 2012-2013 Interiors & Sources I Like Design internship contest with Gresham, Smith and Partners. For our second Design competition, we once again challenged the

Like · Comment · Share · 6 days ago

Share



Behind the Curtain: Asurion's New Atlanta Development Center
workspacedesignmagazine.com
Earlier this year, renowned technology company Asurion hired Gresham, Smith and Partners (GS&P) to design a new corporate office space for its Atlanta Development Center (ADC) in Georgia. The ADC serves as the home base for... [Edit](#)

« 1 of 3 »

Post to updates

I'll be sure to look for it when I'm in #Atlanta. Very nice development center @Gresham_Smith! #AEC

Count: 99

 visible to: anyone ▾

Post to group(s)

Send to individuals

[Share](#) or [Cancel](#)

Interact



Marketing You & Your Company

Home Tab

- All Updates ▾
- Top
- Recent
- All Updates
- Coworkers
- Connections
- Shares
- Profiles
- Groups
- Companies
- Applications
- Your Updates »
- Customize »
- RSS »

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...

Interact



How Many of You Use LinkedIn To Target & Research Clients?



Listen



Marketing You & Your Company

Market Research

- Target Market
- Geography
- Company Size
- Potential Connections
- Former Employees
- New Employees
- Similar Firms



Marketing You & Your Company

Companies Home Search Companies Following (9)

real estate

Sort By: Relevance 35 Results

Refine By Reset

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...

Enter location name

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...

Relationship

- All LinkedIn Members
- 1st Connections (1)
- 2nd Connections (27)
- 3rd + Everyone Else (8)

Company Size

- All Companies
- 1-10 (11)
- 11-50 (21)
- 51-200 (11)
- 201-500 (3)
- 501-1000 (0)

Show more...

Number of Followers

Fortune

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

Started with over 67K

Narrowed down to 35



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.](#)

*Who do I know
that knows the
right contact?*

How you're connected to David M

You



Lisa Roberson, CPSM

Betty Hearn

Scott Mickle, CPSM

Janice Wittchiebe

Peggy Henderson

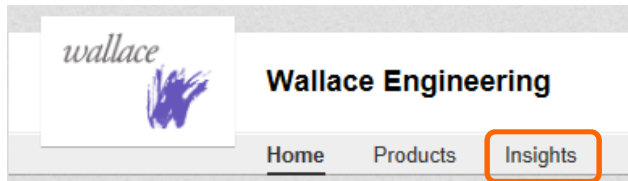
... and 7 others



2nd David M Harper FAIA



Marketing You & Your Company



FORMER EMPLOYEES YOU MAY KNOW



Raymond Kieffer
Development Manager
Trammell Crow Company
Previously Project Engineer



Michelle Theilen
Civil Engineer
Black & Veatch
Previously Civil Engineer, E.I.T.



Tony del Muro
Global Sourcing Solutions Lead
Halliburton
Previously Structural EIT



Adrienne (Klipping) Sigler, P.E.
Professional Engineer, Structur...
Farnsworth Group, Inc.
Previously Structural Engineer

PEOPLE ALSO VIEWED

WALTER P MOORE

Walter P Moore
Civil Engineering



JVA
Civil Engineering



**Tsiouvaras Simmons
Holderness**
Civil Engineering



Martin/Martin
Civil Engineering



JR Engineering
Civil Engineering



Ascent Group, Inc.
Civil Engineering



Marketing You & Your Company



Abby M. ([Upgrade for full name](#)) 3rd
Director, Audience Development at Austin Business Journal
Austin, Texas | Marketing and Advertising

Current American Marketing Association - Austin Chapter, Austin Business Journal
Previous Washington Business Journal
Education BA of Arts at Ohio Wesleyan University

Send InMail

Tip: Can't see the contacts entire name? Google their "title" "at" "Company Name".

Director, Audience Development at Austin Business Journal

Web Images Maps Shopping More Search tools

About 1,110,000 results (0.52 seconds)

[Director of recruitment Austin, Texas Area profiles | LinkedIn](#)

www.linkedin.com/.../director+of.../in-us-64-Austin,-Texas-Ar...

Professionals with the job title Director of recruitment, based in Austin, Texas Area ...
Austin Chapter, Director, Audience Development at Austin Business Journal ...

[Abby Mellott | LinkedIn](#)

www.linkedin.com/in/abbymellott

Austin, Texas - Director, Audience Development at Austin Business Journal
Abby Mellott. Director, Audience Development at Austin Business Journal.
Location: Austin, Texas (Austin, Texas Area); Industry: Marketing and Advertising ...

[About Us - Austin Business Journal](#)

www.bizjournals.com/austin/about-us/

You'll also find out how to become a regular Business Journal subscriber ... Abby Mellott: Director, Audience Development: Email: 512-494-2544; 512-494-2525 ...

SMPS On Demand Webinar
Mastering the Hidden Web:
Uncovering Valuable Data
About Clients and
Competitors

<http://eo2.commpartners.com/users/smps/session.php?id=9732>



How Many of You Need to Target a Person vs. a Company?

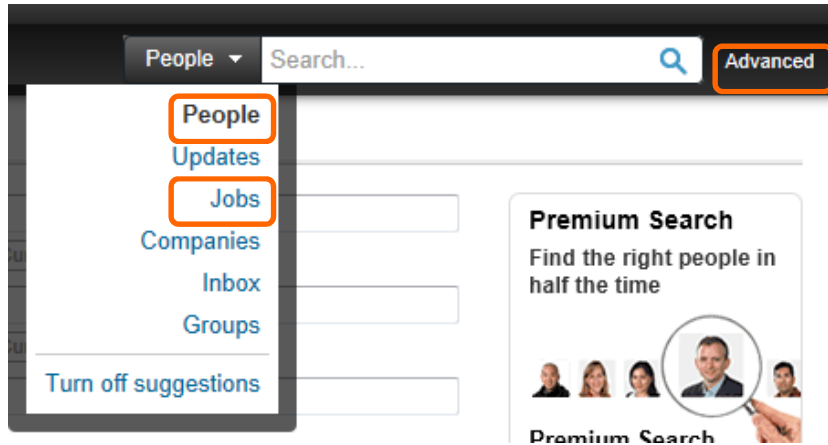


Listen



Marketing You & Your Company

Saved Searches



Note: There are more options for Premium Users

A screenshot of the LinkedIn 'Advanced People Search' form. The form includes several input fields and checkboxes, with several elements highlighted by orange boxes:

- Advanced People Search** (tab)
- Keywords:** []
- First Name:** []
- Last Name:** []
- Location:** Located in or near: []
- Country:** United States []
- Postal Code:** 30019 [] [Lookup](#)
- Within:** 100 mi (160 km) []
- Industries:** Commercial Real Estate, Computer & Network Security, Computer Games, Computer Hardware, Computer Networking
- Groups:** All LinkedIn Members, Next Gen Market Research (NGMR) - The Best MR Networking Group on the Web!, Deltek Partners, eMarketing Association Network, Speakers and Panelists
- Relationship:** All LinkedIn Members, 1st Connections, 2nd Connections, Group Members, 3rd + Everyone Else

Other visible fields include **Title:**, **Company:**, **School:**, **Seniority Level:** (with a 'BETA' badge and LinkedIn icon), and **Interested In:** (with a LinkedIn icon). A 'Search' button is located at the bottom right of the form.



Marketing You & Your Company

Keywords:

First Name:

Last Name:

Title:

Current or past

Company:

Current or past

School:

Location:

Located in or near:

Country:

Postal Code: [Lookup](#)

Within:

[Less](#)


All LinkedIn Members

1st Connections (2)


2nd Connections (578)

1st Connections 2nd Connections Group Members Commercial Real Estate English Reset


621 results Sort by: Relevance View: Expanded [Save Search](#)

 **Kristy Koger LaRose** [1st](#)
Business Development and Marketing Consultant
Greater Atlanta Area · Commercial Real Estate
500+ connections · 25 recommendations


Current: Principal at resource CRE
Past: Business Development Manager at ... more
Groups: Atlanta Accounting & Finance ... more
▶ 57 shared connections · Similar · 500+

 **Diana Baycura** [1st](#)
Owner, Sundance Consulting Group
Greater Atlanta Area · Commercial Real Estate
196 connections

Current: Owner and Marketing Consultant at ... more
Groups: ULI-the Urban Land Institute · ... more
▶ 41 shared connections · Similar · 196

 **David Rubenstein** [2nd](#)
Principal at Cresa Atlanta
Greater Atlanta Area · Commercial Real Estate
500+ connections · 2 recommendations


Current: Principal at Cresa Atlanta
Past: Principal at The Miller Richmond ... more
Groups: Entrepreneurs Lounge · Duke ... more
▶ 7 shared connections · Similar

 **Tim Tourville** [2nd](#)
Managing Director - MACE Facilities Management, North America at Mace Group
Greater Atlanta Area · Commercial Real Estate
500+ connections

Current: Managing Director - MACE Facilities... more
Past: Managing Director (Executive Vice ... more
Groups: Corporate Real Estate & Facilities ... more
▶ 2 shared connections · Similar


Saved Searches [Reference Search](#)

Premium Search
Find the right people in half the time



Premium Search Tools:
• Premium filters
• Automatic search alerts
• Full profile access

or [Learn more](#)





I'm Ready to Engage!



Engage



Marketing You & Your Company

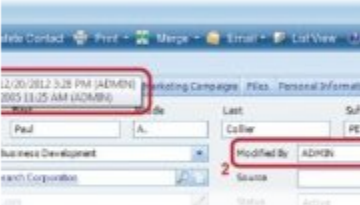
Activity

ACTIVITY

Share an update...

Sarah Mackley Gonnella

Be sure to check out our tips & tricks on Deltek Vision. To quote a client: "You don't know what you don't know!" Subscribe to our blog to receive them as they are published.



Deltek Vision Tips & Tricks Series: Workflow for Modified User

fullsailpartners.com · It looks like the world will not coming to an end today! So back at it campers. Let's learn some quick tips about Deltek Vision.

SEE MORE

Share with: LinkedIn

- LinkedIn + Twitter (@SarahGonnella)
- ✓ LinkedIn
- Connections



Marketing You & Your Company

What to Keep in Mind When Posting Activities

- Who is your audience?
- What is your end in mind? Think Call to Action!
- Do you have an image?
- Is it appropriate for Twitter?
- Share from Company page!
- Do you have software to automate your posts?



What is Tagging in LinkedIn and Why Would I Use It?



Engage



Marketing You & Your Company

Tagging is like segmentation in a database

Type

Status

Relationship

Client Ranking

Default Billing

Phone

- Commercial
- Education
- Federal Government
- Health Care**
- Local Government

Contact Role (check all that apply)

- Administrative
- Business Development
- Executive
- Finance
- HR
- Marketing
- Project Management/Consultant
- Technology
- Decision Maker

Client Type

A/E Firm Professional Service Firm

A/E Industries

- Commercial
- Education
- Energy
- Federal
- Healthcare
- Hospitality
- Industrial
- Infrastructure
- Manufacturing
- Mixed-Use
- Office
- Public
- Religious
- Residential
- Retail
- Transportation

No other boxes apply

A/E Services

- Architecture
- Civil
- Construction Management
- Environmental
- Geotechnical
- I&C
- Interiors
- Landscape Architecture
- Mechanical
- MEP
- Planning
- Structural
- SUE
- Surveying
- Traffic
- Water Resources

No other boxes apply

Professional Services

- Accounting/CPA
- Financial
- Management Consulting
- Marketing/Media
- IT Consulting

No other boxes apply



Marketing You & Your Company

Connections Imported Contacts Profile Organizer Add Conne

Filter Connections Select: All, None Connections selected: 10 | Clear

full sail

All Connections (613)

Tags

- AEC (288)
- Client (85)
- colleagues (67)
- SMPS (61)
- partners (44)
- DelteK (36)
- group members (33)
- friends (19)
- Vendor (10)
- Competitor (9)
- LinkedIn Only (3)
- Presenter (2)
- classmates (1)
- untagged (103)

Last Name

Companies

Locations

Industries

Recent Activity

Full Sail Partners

G

- Gailhouse, Scott** 179
Senior Consultant - Full Sail Partners
- Gardner, Graham** 150
Marketing Assistant - Full Sail Partners
- Gustafson, Wendy** 69
Controller - Full Sail Partners

H

- Hirsch, Matt** 61
Senior Consultant - Full Sail Partners
- Horton, David** 41
Senior Consultant - Full Sail Partners

K

- Kottmeier, Bob** 37
Consultant - Full Sail Partners

Next

Send message

Edit tags

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)

- Scott Gailhouse
- David Edmiston
- Graham Gardner
- Matt Hirsch
- Wendy Gustafson
- David Horton
- Bob Kottmeier
- Rick Childs
- Dale Busbey
- Lisa Carpenter

Recent Activity

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

Tags

- 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)

37 outstanding sent invitations | Export connections



Marketing You & Your Company

What to Keep in Mind When Tagging Contacts

- Think about what messages you might send to a group?
- How does your company segment clients or contacts?

SMPS

+ [Send message](#)

Members: 81

Note: As a standard user, you can only send to 50. So narrow list by other criteria. For example, geography.



Other Ways to Engage?



Engage



Marketing You & Your Company

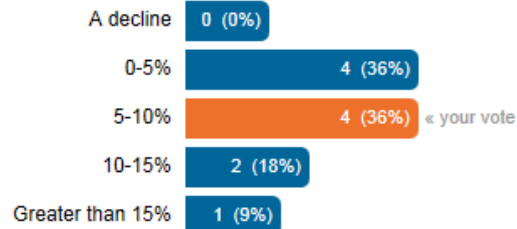
Polls



Follow Steve

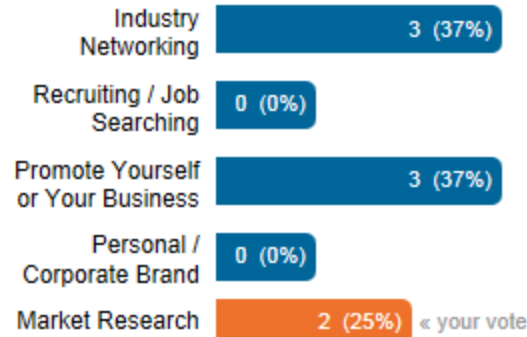
November's Poll Question - What is your A/E organization budgeting for top-line growth in 2013?

posted 3 months ago • 11 votes



What is the top reason you and your firm use LinkedIn?

posted 6 days ago • 8 votes



Like Comment Unfollow More ▾



Marketing You & Your Company

What to Keep in Mind When Creating a Poll

- What's the end in mind?
- Gauge interest?
- Research?
- Use in collateral?
- Intrigue interest




Marketing You & Your Company


Give and Ask for Recommendations (need 3)


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



Marketing You & Your Company

What to Keep in Mind When Requesting a Recommendation

- ALWAYS customize your message
- Unless they have already agreed, allow an OUT
- State what you are looking for in a recommendation and why you think they would be good fit
- Offer to assist



Marketing You & Your Company

Final Tips on Marketing

- Post value messages in groups they are a part
- 2nd connection perfect for a warm lead
- Always customize message
- Regularly review contact changes
- Get your company involved



Measuring Results

How Do I See the Impact?



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:

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

32,635 new people in your network since May 10

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

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+**

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

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



Measuring Results

Profile Stats

Last 90 Days February 16, 2012 – May 16, 2012 [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](#)



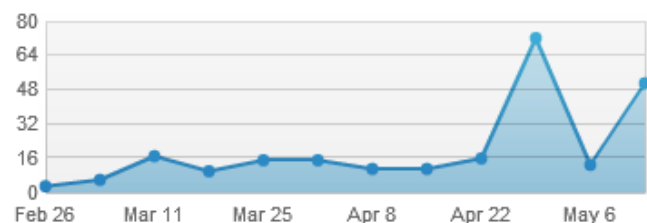
Jeffrey Roenick

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 240



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.



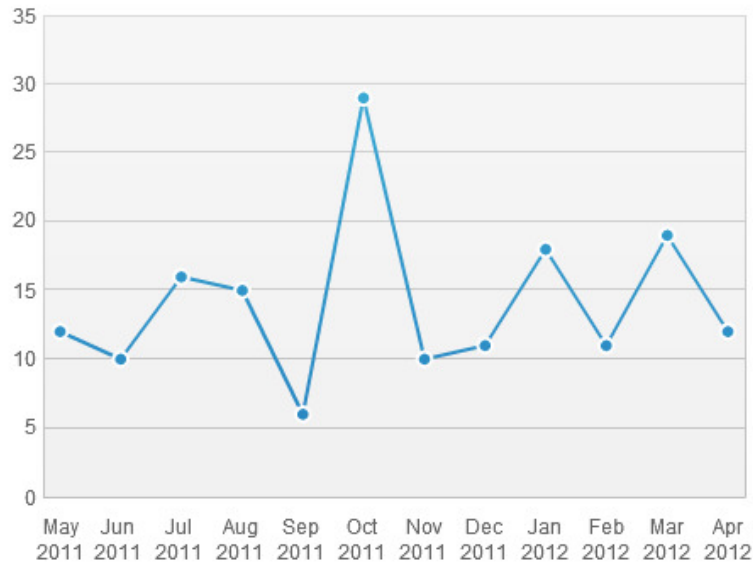
Measuring Results

Companies > SMPS Atlanta

Overview Careers Products & Services **Page Statistics**

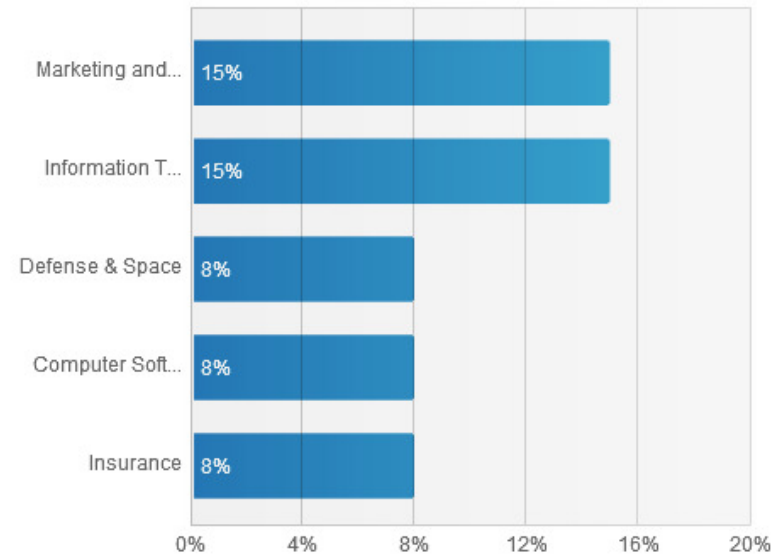
PAGE VIEWS

All Overview Careers Products & Services



PAGE VISITOR DEMOGRAPHICS

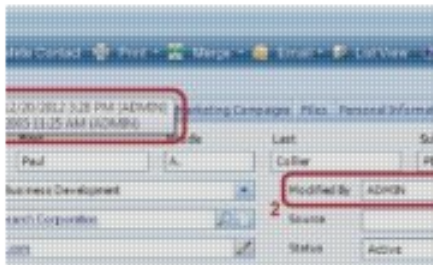
Industry Function Company



Measuring Results

RECENT UPDATES

Full Sail Partners Are you a Deltek Vision User? For those beginning to explore workflows, check out this blog post: <http://hub.am/UUaS30>



Deltek Vision Tips & Tricks Series: Workflow for Modified User

fullsailpartners.com • It looks like the world will not coming to an end today! So back at it campers. Let's learn some quick tips about Deltek Vision.

Shared with all followers

102 impressions

10 clicks

4 shares

13.73% engagement

Like • Comment • Share • Feature this update • 18 days ago



Measuring Results

Jan 2013 **Your Company Page Stats** 

 Hi Sarah, [See more](#)

Here is a snapshot of how **Full Sail Partners** did this past month.

TOTAL FOLLOWERS	NEW FOLLOWERS
47	5
STATUS UPDATES	PAGE VIEWS
5	179

Note: Discrepancies may exist between what is shown in email and data found on Company Page.

Most Popular Status Update of the month

“ *Have you seen what has been going on with Deltek Vision lately? Join Deltek on the December 12th and 18th for a 90 minute webcast featuring Bret Tushaus, Director of Vision Product Management. He will share many of the exciting recent additions to Vision. Bret will also provide insight into what Deltek has planned in 2013 and beyond! Registration is FREE!* ”

 Resources: [Company Pages Help Center](#) ▶



Measuring Results

bit.ly/ICzGDC

Share

Copy

Full Sail Partners Launches Firm and Website

85 Clicks

This bitly link bit.ly/ICzGDC was added by @ReachFullSail

85 Clicks

All clicks on the aggregate bitly link 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;



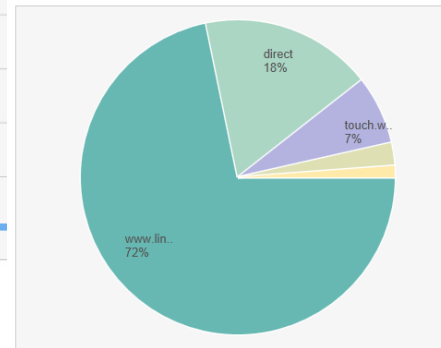
bit.ly/ICzGDC.qrcode

85 Click(s) on this link

Total

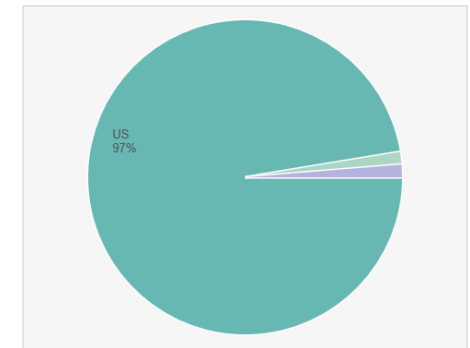


Referrers Detail



Referring Site	Click(s)
www.linkedin.com	61
Email Clients, IM, AIR Apps, and Direct	15
touch.w...	6
t.co	2
us.mc826.mail.yahoo.com	1

Locations Detail: 4 Countries



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




Measuring Results

Social Network	Visits	% Visits
1. Twitter	104	54.17%
2. LinkedIn	77	40.10%
3. Facebook	6	3.12%
4. goo.gl	2	1.04%

Social Network	Shared URL	Visits	% Visits
5. Quora	1. www.fullsailpartners.com/	51	26.56%
6. HootSuite	2. www.fullsailpartners.com/FSPblog/bid/247732/Deltek-s-Kona-an-Intuitive-Collaboration-Tool	28	14.58%
	3. www.fullsailpartners.com/VisionUnleashed	8	4.17%
	4. www.fullsailpartners.com/deltek-vision-first/	7	3.65%
	5. www.fullsailpartners.com/deltek-year-end-resources-available-december-1/	7	3.65%
	6. www.fullsailpartners.com/VisionUnleashed?hsCtaTracking=8eb28369-6856-4d73-00350f-ff3e-42d9-93e5-73c5f1093ae0?utm_source=twitter	7	3.65%
	7. www.fullsailpartners.com/FSPblog/bid/258039/Deltek-Vision-How-To-Video-Series-rikh-consultants/	6	3.12%
	8. www.fullsailpartners.com/client-feedback-tool-0/	6	3.12%
	9. www.fullsailpartners.com/client-feedback-tool-0/	5	2.60%
	10. www.fullsailpartners.com/default.aspx	5	2.60%

 **Visits: 2,726**

 **Visits via Social Referral: 192**



Questions?



Bonus: What's Your Personal Meme?



Join the Social Media Conversation

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 YouTube: <http://www.youtube.com/user/reachfullsail>

 Blog: <http://www.fullsailpartners.com/FSPblog>

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