

Social Media has transformed people from content readers into content publishers.

It is the **shift** from a broadcast mechanism to a **many-to-many model**, rooted in conversations between authors, people, and peers.

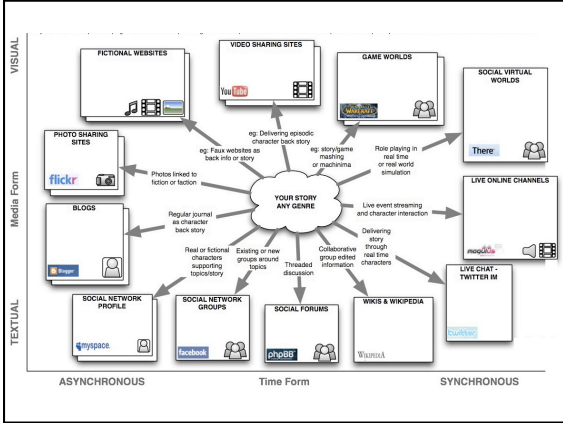
In layman's terms...it is blogs, vlogs, podcasts, forums, internet chat rooms, instant messaging, virtual realities, text messaging, social network sites, sharing sites, etc

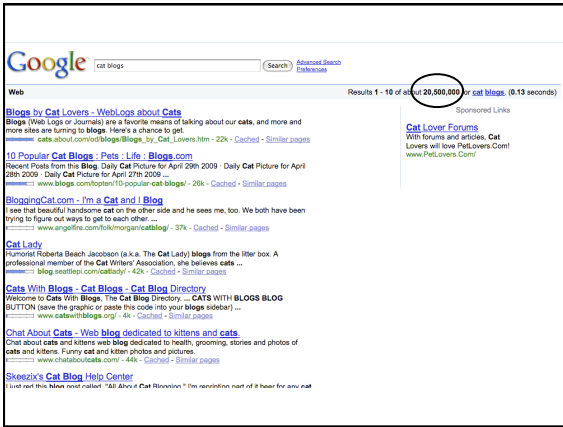
It is the Age of Conversation.

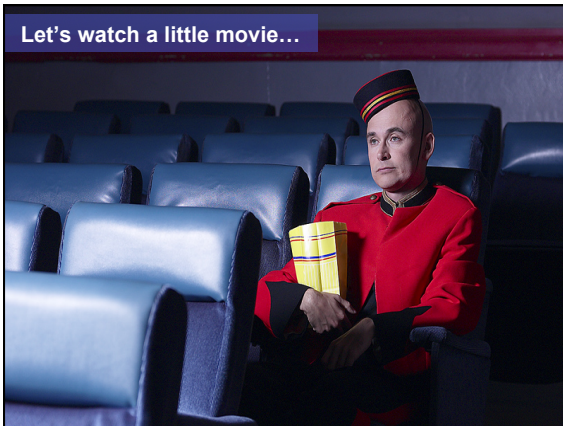
Why does it seem so much louder?

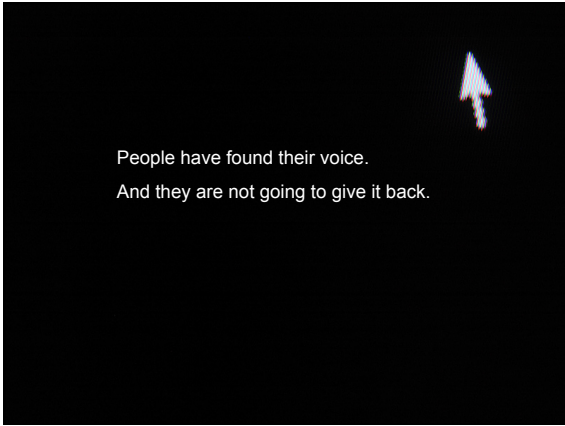
- More people shouting
- More people actively listening
- Instantly shareable







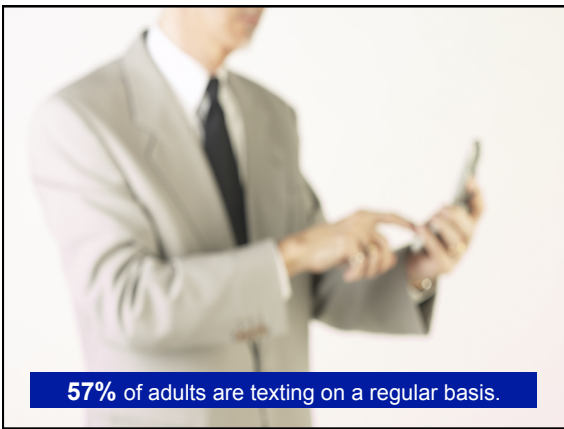




















What used to take 6-9 months:

- ~ site visits
- ~ advertising in journals
- ~ glossy magazines
- ~ print ads
- ~ glossy brochures
- ~ trade show appearances



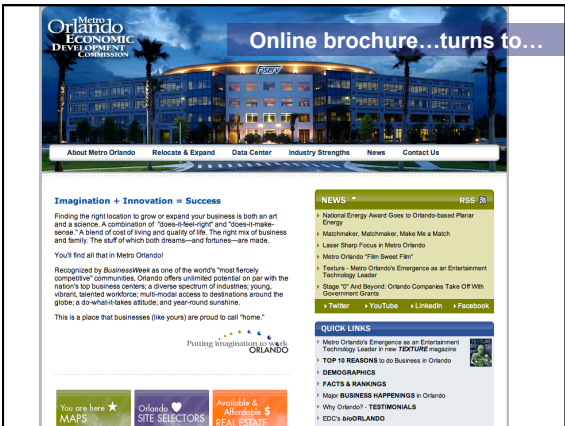
Now takes 6-8 weeks:

- ~ Internet
- ~ some site visits

... and voila, they've decided!

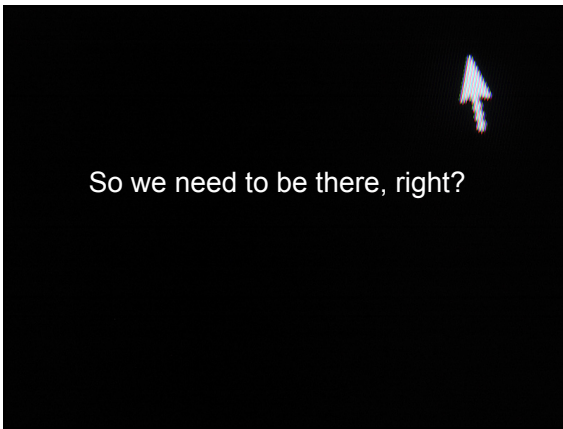


Online brochure...turns to...



The screenshot shows the Metro Orlando Economic Development Commission website. The header includes the logo and navigation links: About Metro Orlando, Relocate & Expand, Data Center, Industry Strengths, News, and Contact Us. The main content area features a headline "Imagination + Innovation = Success" and a sub-headline "Finding the right location to grow or expand your business is both an art and a science." Below this is a "NEWS" section with several articles, including "National Energy Award Goes to Orlando-based Planar Energy" and "Metro Orlando 'I'm Sweet Fly'". There is also a "QUICK LINKS" section with various resources like "Metro Orlando's Emergence as an Entertainment Technology Leader" and "TOP 10 REASONS to do Business in Orlando". At the bottom, there are buttons for "You are here MAPS", "Orlando SITE SELECTORS", and "Available & Affordable REAL ESTATE".

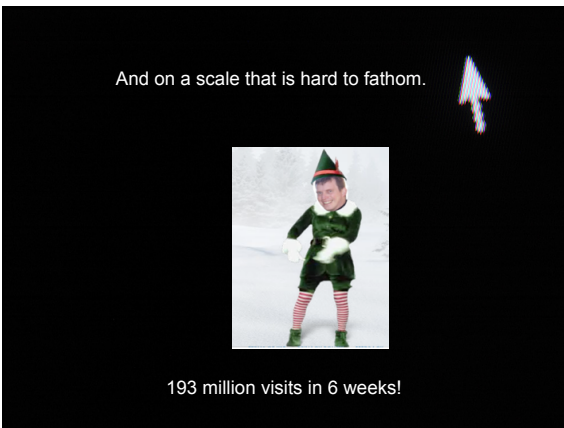


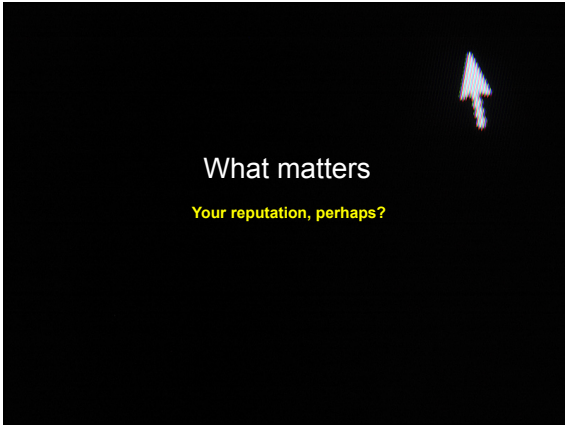












hee-hawmarketing®
there is no box.

December 31, 2008

HURRICANE KOHL'S!

UPDATE: To see the Kohl's response to this post, go [here](#).

UPDATE #2: To see the Kohl's Dallas Employee blog made in response to this post, go [here](#).

Holy shit. I wouldn't be what you would consider a "luxury" shopper. Generally, I'm more comfortable in a vintage shop rather than at a Nordstrom's, but, jeez, some level of decency would be nice.

I've got this Kohl's right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this Dallas, Texas Kohl's would look more at home in New Orleans after the flood.

hmm, I hope they have my size!

[Read more](#)

25 A Top Publishing Blog served fresh weekly

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Church of the Customer Blog

CK's Blog

Community Guy

Conversation Agent

Copyblogger

CraftPlanner

Creating Passionate Users

Creative Think

Critical Fluff

Drew's The Marketing Minute

El Giffney

hmm, I hope they have my size!

I really like the jeans display. Now that's great salesmanship!

And, maybe a nice sweater to go with those jeans?

WRITERS GUILD OF AMERICA
www.writersguildofamerica.com

RECENT POSTS

F FX (except USGP)

Tune In Saturdays: Vampire Weekend

Blockbuster Video? Nope.

The Continuous Digital Divide

The Future of Marketing

Nonsensical Mathematics

Tune In Saturdays: Hey Hey My My

Dear Google #2.

My iTunes Purchases

MUSIC

ALBUMS SONGS

Build to Split Circuit... Built To Split & Circuit...

m m g
Where strategy and passion collide

Drew's marketing minute
DREW IS TOP DCG AT McLELLAN MARKETING GROUP

- How's the view from inside the bottle? | Main | Grace -

It's your fault!

Remember the discussion about Kohl's right after the holidays. Paul (HeeHawMarketing) posted some photos about his experience in a local store. The place was a disaster.

I followed up with a post saying that Paul's experience is a symptom of bad or a complete lack of branding. When an organization doesn't have a clear direction -- it generates some significant problems.

- When your employees don't understand your brand -- even the best employees flounder around, trying to do what they think they should.

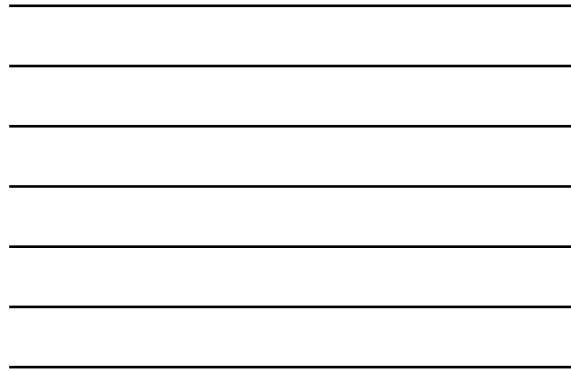
• When you don't invest in employee communication and fail them, you're not your what.

ABOUT DREW



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1400 Louis Street, Suite 200
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(515) 251-8400

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« **The First Time I Wanted to Marry a Phone** | Main | Tune In Saturdays: Field Music »

January 15, 2007

Hurricane Kohl's! The Resolution, sort of.

Please know that it is our top priority to provide you, and all of our customers, a quality shopping experience. I'm very sorry that you recently encountered an unacceptable store environment, and from your pictures, clearly not up to our standards. I have advised our senior level management, they've been made aware, and they're highly committed to addressing it. So, thanks again for letting me know. I do appreciate hearing from you and we do value your patronage.

-VP Public Relations, Kohl's Corp.

Hurricane Kohl's!

If you've ever shopped one of our clean, bright department stores, you've already experienced our commitment to family values and national brands.

25 A Top ranking blog served fresh weekly

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El Gaffney
entreative
Experience Curve
Experience Manifesto
expo88
Get Shouty
Greg Verdini's Marketing Blog
Investigator Blog
Jeffe Juice
Junior planner I am
Living Light Bulbs
Logic-Emotion
Make the logo bigger.
Naple TakeDown
Marketing Hipster
Marketing Nirvana - by Mario Sander
Marketing Profs Daily Fix Blog
Neil Guy
Media Orchard, by the Idea Grove

"Come on mimi! I work at Kohl's and on our worse day we have never looked anything near this disaster.
It may not be your fault that the store gets trashed but it is your fault if you don't clean it up!
Yes customers can be awful yes they can mess up the departments yes it is hard to keep up but the pictures here show a store that gave up or does not care.
The comments on this blog are pretty much justified. Remember: Expect Great Things."
From Former Kohl's Employee in comments:
"Joe and Miriam (managers) need to start looking at the talent they already have within their district and stop hiring people from other companies that have no idea how to handle the volume of an average Kohl's. I worked for Kohl's here in Dallas for several years and had a wonderful experience but was always amazed when talented managers that already worked for the company were passed over for store manager because the district and regional managers wanted to hire someone from the outside. Nine times out of ten, these managers that are hired from the outside have failed miserably because they cannot handle the volume."
From Alejandra in comments:
"I started working at Kohl's last summer and I learned very quickly that people suck. I don't mean that just the customers suck, but associates suck too. Mainly because some of the ones I work with bitch and complain about stupid crap and/or do nothing to help."
From Emily in comments:
"I work at Kohl's. While we are understaffed, take into account the people that shop there. I have never seen such disgusting people in my entire life. I work with people who have worked in retail for years and have never seen such horrible customers."

Built to Spill Castic...
Built To Spill & Castic.
Hey Hey My My
Hey Hey My My
iTunes Make your own

Bon Tidonitz At work on a Sunday morning When you're this close to launch, it's CALUING-IN TIME! 13 minutes ago

used to @promote y for bonus! 50 minutes ago!

Drew McLellan Once the pressure is off... I went back a few weeks ago.



Web Images Maps News Shopping Gmail more

Google kohls Search Advanced Search Preferences

Web

Kohl's™ Official Site
www.kohls.com Great Savings and a Wide Selection for Your Family and Home at Kohl's!

Women's Clothing - Apparel & Accessories at Kohls.com
 View women's clothing, apparel and accessories at Kohls.com - expect great things. Leading brands and styles of clothing, apparel and accessories for women ...
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 I've got this Kohl's right next to my house and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this ...
heehawmarketing.typepad.com/hee_haw_marketing/2006/12/hurricane_kohls.html - 155k - [Cached](#) - [Similar pages](#)

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QA QnA

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.

- It's INCREDIBLE! | [Main](#) | Service: It's Not "Geek" to Robert Stephens Either! -

Service: It's Not "Geek" to Me

I bought a laptop from Best Buy along with an extended service agreement. When the monitor fritzed out and the card slot stopped working I took it into the Geek Squad (I just love how they've branded it) where I was told the computer would have to be sent to "Geek City" for repair.

When the computer returned (ahead of schedule) I was pleased. I asked the geek who returned my computer if both the screen and card slot were fixed and after glancing at the repair report he said *they were. He was wrong. The card slot appears not to have been touched and*

The Geek Squad

I returned to the Geek Squad (It's an hour drive one way) and explained the

ABOUT TOM

Tom Vander Well

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QA QnA

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.

- 5 Commonly Missed Courtesies | [Main](#) | Tag - You're It!! -

The Geek Squad Incident - Epilogue II

A few weeks ago, I had a series of posts about my experience with The Geek Squad at Best Buy, Robert Stephens and his gaggle of Geeks turned my frustrating customer experience into a classic example of service recovery and customer redemption. I was impressed at their responsiveness, and through the experience they've made me a loyal customer.

A few days after my repaired laptop had been promptly returned from Geek City, I was surprised to return home to find another box from the Geek Squad on my door step. Inside I found frosting on the cake. There were a few small Geek Squad totchkes and my very own Geek Squad shirt.

I'm an honorary Geek!...and a raving fan. Well done!

ABOUT TOM

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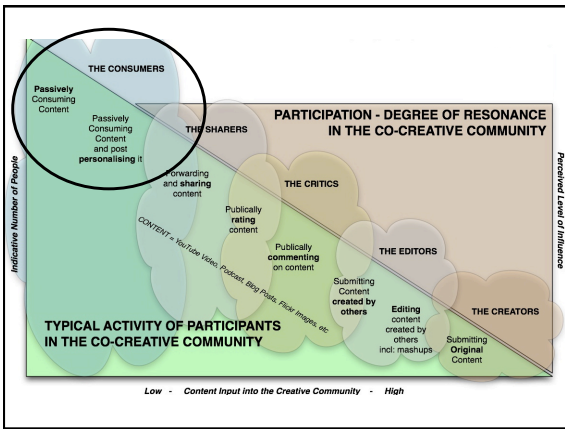
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<http://www.google.com/alerts>

Google Blogs Alert for: "drew mclellan"

[Servant of Chaos: Our Lives in Public](#)
By Gavin Heaton
Take for instance, the recent examples where people have lost their jobs, been disciplined or otherwise penalised for their actions on social networking sites. As **Drew McLellan** points out in Who Really Owns Your Social Media Persona?: ...
[Servant of Chaos - http://www.servantofchaos.com/](#)

[Beth's Blog: How Nonprofits Can Use Social Media: Social Media in ...](#)
By Beth
Drew McLellan puts it, "If you drop the f-bomb on Twitter, does your boss have a right to wince?" He goes on to ask these questions: Do you think employee manuals of the future will have 'social media guidelines'? ...
[Beth's Blog: How Nonprofits Can... - http://beth.typepad.com/beths_blog/](#)

[Drew McLellan - 97 Bottles](#)
By Drew McLellan
97 Bottles is a totally free service that lets you review, recommend and learn about beer with your friends.
[97bottles.com: Newest timeline items - http://97bottles.com/](#)

[IowaBiz: Dance with the one that brought you](#)
By Drew McLellan
by **Drew McLellan** in Marketing & Branding April 15, 2009. 36840161 Sure, we all want new clients/customers. After all, that's why we are in business, right? Somehow in the hustle and bustle of marketing, a very important group often gets ...
[IowaBiz - http://www.iowabiz.com/](#)

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Product Get Started The Engaged Brand Blog type your search here > Search

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What they're saying about us
My @Radian6 for impressions? Awesome. Brand, Product, Monitoring is brand would never be the same. Will my company go for it? Well I see that's more...

A Few of Our Clients:

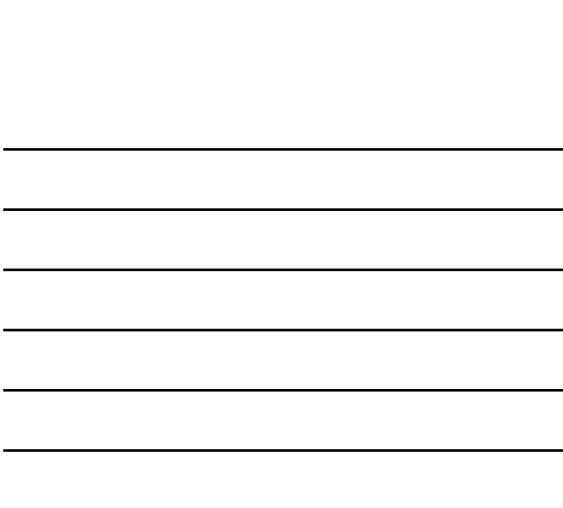
Product The social phone is ringing	Get Started Register for a demo and learn more	The Engaged Brand Get back to the basics <small>Every month, we tackle the how-tos of social</small>
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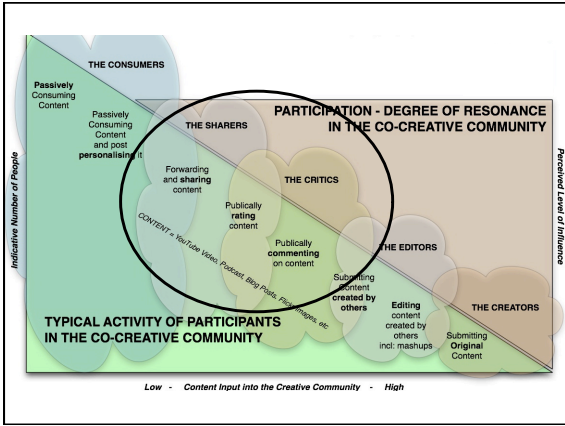
The hot listening spots

A white mouse cursor arrow points towards the top right corner of the image.

Connections
Discussions
New ideas





twitter Home Profile Find People Settings Help Sign out

MetroDenverEDC
Name Metro Denver EDC
Location Metro Denver
Web http://www.metrodenver.com
Bio Regional economic development, site selection, Denver Metro Chamber of Commerce, aerospace, energy, IT, bioscience, WRED, business expansion

1,638 2,872 122
Tweets following followers listed

RT @DenBizJournal - Denver rated 3rd-best city for college grads <http://bit.ly/aLqjAs> We think so too!
about 5 hours ago via web

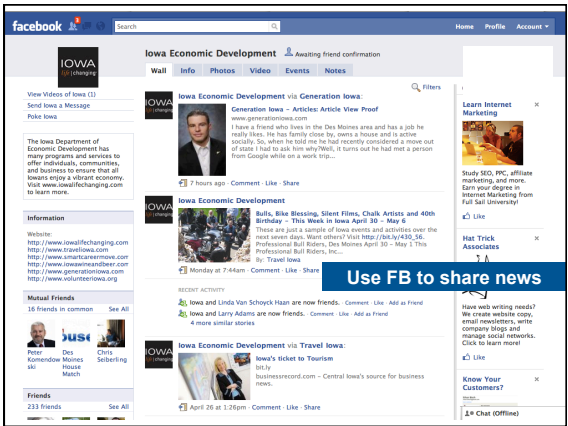
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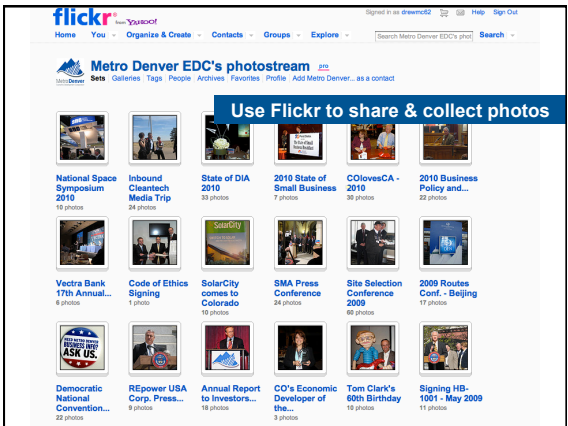
Ritter to Fed/States: Follow Colorado's New Energy Economy - share <http://shar.es/mGfK8> #CleantechHub
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Consumer spending driving Metro Denver's economic comeback | INDenverTimes.com <http://shar.es/mCORb>
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9NEWS.com | Coverage of our Monthly economic report: Metro area consumers spending again, with confidence: <http://bit.ly/aLlPgF> via @addthis
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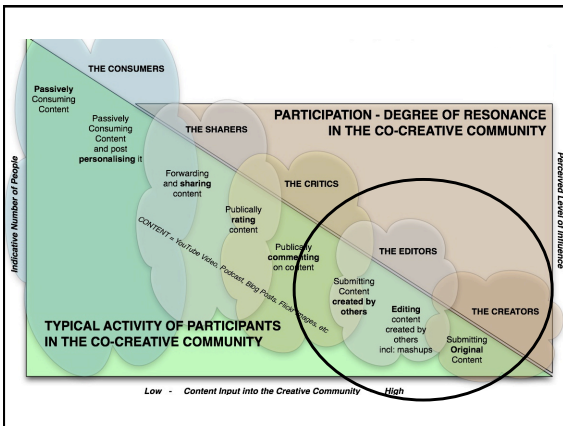
Newsweek: How Will Gulf Spill Affect Energy Debate? A Chat With Colorado Gov. Bill Ritter - <http://tinyurl.com/34e5wvm> #CleantechHub
4:57 PM May 4th via web

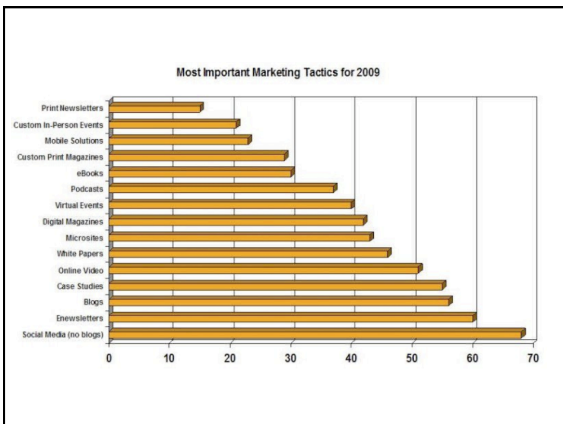


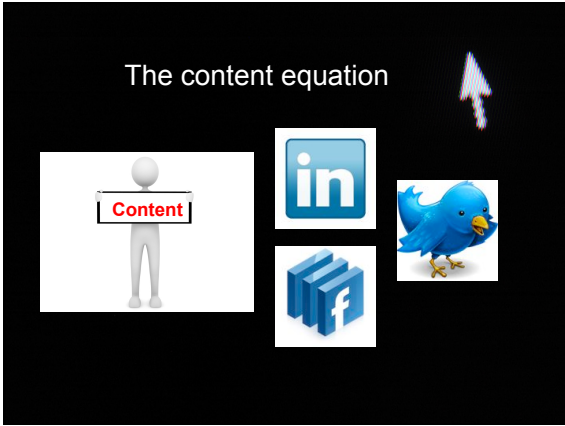


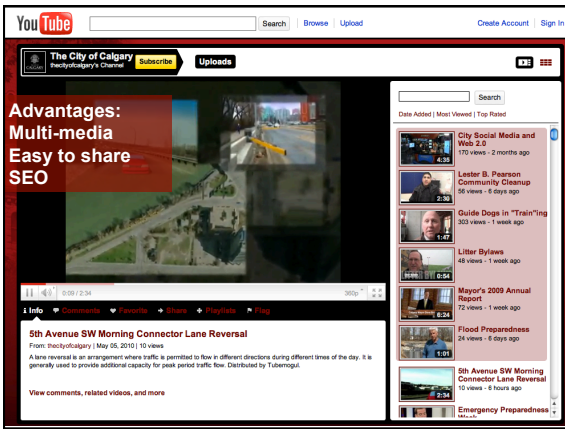


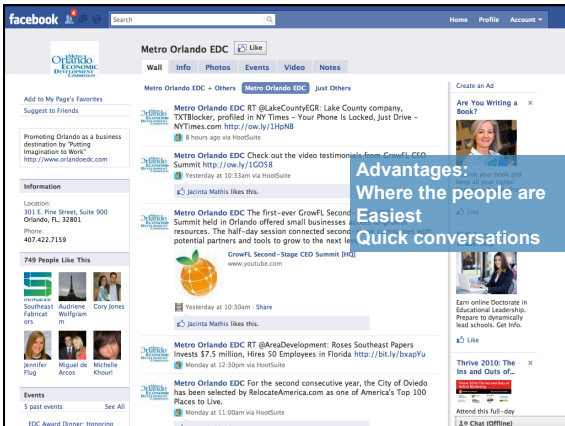












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Hannover Messe: A Target-Rich Environment with Very Little U.S. Competition

Wednesday, April 21, 2010 by Krista Mackay


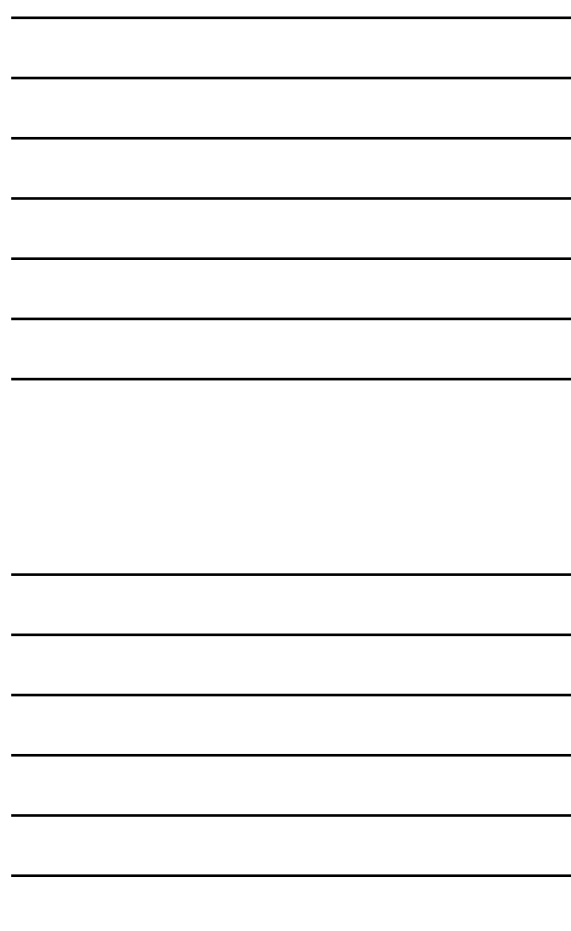
European Trade Mission
Day 2 - Hannover Messe

With all of the passport drama of the previous day behind me, I started the morning out refreshed and energized ... and boy was I going to need a lot of energy! My morning started with a breakfast meeting at 8:30 a.m. followed by a hectic schedule of back-to-back meetings at the trade show.

Let me just state for the record, this is not your average trade show. Hannover Messe is the single largest industrial trade fair in the world with over 4,000 exhibitors. I know that may sound big, but you really can't appreciate just how big it is unless you see it. Literally, we're talking about 27 halls of exhibitors -- and all of the "halls" are large buildings.

So the Hannover complex is set up for 27 large buildings, all full of exhibitors -- some of which have spent hundreds of thousands of dollars on their state-of-the-art exhibits, not to mention the cost of shipping their equipment in for demonstration. The show is so big, that they have three different shuttle lines taking people around the show from hall to hall. If you have one meeting in "Hall 3" and then your next meeting is in "Hall 20", it could literally take you a good 20 minutes to get from place to place on foot. I learned first-hand today just how important those shuttles are! It is truly impressive -- and this is coming from someone who has seen a lot of trade shows.

I was so glad that we had strategically secured pre-arranged meetings with exhibitors and other companies -- and that we had a set agenda for my time at this trade show.

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February 10, 2010

Company That Does Riverside Fire Protection Discusses Outdated Suppression Systems

Filed under: Articles -- Tags: Riverside fire protection systems, Riverside fire sprinkler system, Riverside fire suppression system

PLACENTIA AND LOS ANGELES, CALIFORNIA — When people think of fire protection, their local fire department typically comes to mind.

But true fire protection begins not with the fire department, but with a quality fire suppression system that meets local, state and federal fire codes. Keeping abreast of those codes -- or hiring a Riverside fire protection equipment company that does -- is important to avoid relying on an outdated system in the unfortunate event of a fire.

There are two ways in which a restaurant or commercial kitchen fire suppression system can become outdated, said Massoud Farazandeh, who serves as general manager of Nationwide Fire Protection Corp., a Los Angeles and Riverside fire protection systems company. Although headquartered in Colorado, NFP opened a fabrication plant in Placentia in August 2009 to answer the call for Riverside sprinkler fire system and other services it offers throughout California. (more...)

Comments (0)

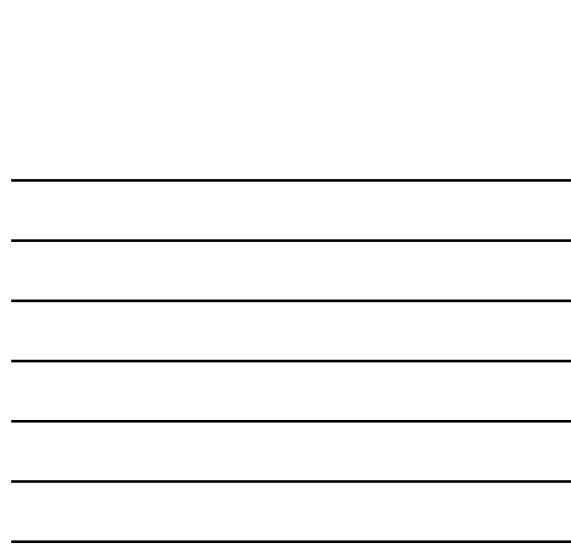
Los Angeles Fire Protection Company Gives Tips for Hiring a Qualified Inspector

Categories: Articles, News

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Meta:



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Google "fire protection" restaurant, california

Results 1 - 10 of about 187,000 for "fire protection" restaurant, california (0.34 seconds)

Estrada Exhaust Cleaning Restaurant Fire Protection Mountain View ...
Feb 2, 2010 ...
www.mountainviewfire.com ... Estrada Exhaust Cleaning Restaurant Fire Protection of Mountain View, CA. Phone: 800-468-8636.
www.mountainviewfire.com ... Estrada Exhaust Cleaning Restaurant Fire Protection. Phone: 800-468-8636. [Cached](#)

California Fire Suppression Systems | Nationwide Fire Protection ...
Los Angeles Fire Protection Company lists top five Restaurant Fire Hazards ... Los Angeles and Bakersfield, CA Fire Protection Company Offers Turnkey Service ...
www.nationwidefireprotection.com. [Cached](#) [Similar](#)

Nationwide Fire Protection Blog | Fire Sprinkler Systems, Fire ...
Los Angeles and Bakersfield, CA Fire Protection Company Offers Turnkey Service ... a fire protection system and a restaurant kitchen in one project.
www.nationwidefireprotection.com/.../los-angeles-and-bakersfield-ca-fire-protection-company-offers-turnkey-service.html. [Cached](#)

Los Angeles Fire Protection - Bakersfield Fire Protection - Restaurant Fire ...
Jan 16, 2010 ... Los Angeles Fire Protection Company lists top five Restaurant Fire ...
CALIFORNIA - Nationwide Fire Protection Corp. has released its list of ...
www.plog.org/56191502/los-angeles-fire-protection-company-lists-top-five-restaurant-fire-hazards.html. [Cached](#)

California Fire Protection Contractors San Diego and Imperial Counties ...
Description: Install maintain restaurant fire systems. Hand portables. Alarms water ...
Spectrum Fire Protection - 8908 Porter Street, Belflower, CA 90707 ...
www.buildingsales.com/.../california/california_fire_protection.com.html. [Cached](#) [Similar](#)

LA Fire Protection Fire extinguisher Suppliers in California by ...
Realfire Services Inc Fire Protection, Fire Suppression System, Fire Extinguisher systems, Restaurant hood system, Annuul Systems Call Now: 866-738-3473.
www.realfire.com/. [Cached](#) [Similar](#)

California Kitchen Sales - California Kitchen Vent Hoods Specialist

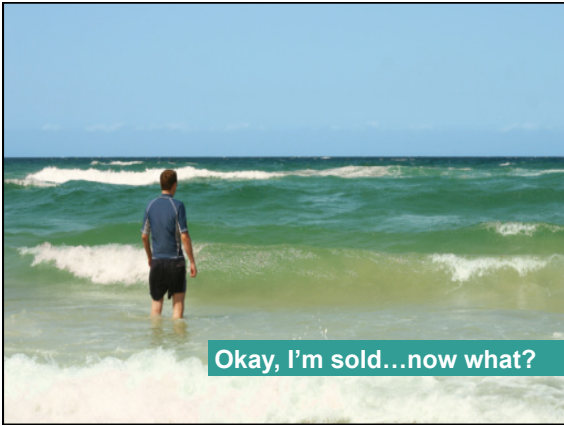
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Download presentation here

Link to Social Media Video:
Click to view here

Link to Social Media Policy Examples:
Click to view here

General Resources:
Free reports, fact sheets, etc.
Marketing Lessons from Walt

Social media books I recommend:

- The New Community
- The Social Media Marketing Book
- The Social W...
- Dan Zarrella (Chair...
- James Weinberg (P...
- \$12.99

ABOUT DREW

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