Bachman’s is a 125 year old family run Floral, Gift & Garden center based in Minneapolis.
# Our Online Community

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Name</th>
<th>Followers</th>
<th>Online Since</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Bachman’s Floral, Gift &amp; Garden</td>
<td>2,218</td>
<td>Nov 2009</td>
</tr>
<tr>
<td>Twitter</td>
<td>@ShopBachmans</td>
<td>220</td>
<td>Dec 2010</td>
</tr>
</tbody>
</table>

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# For Us Social Media Is Not The Solution.
But Part Of The Marketing Equation.

A Live Brand Experience – Every Day.

BACHMAN'S

Community
Content Is King.

Just Make Sure It Comes From A Strategy.

Ideas for a beautiful world
Just Make Sure It Comes From A Strategy.

Ideas for a beautiful world

+ Monthly Marketing messaging (seasonal products, new arrivals, events, workshops, sales/promotions)

+ The fun stuff – behind the scenes, tips and tricks
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**Ideas for a beautiful world**

- Monthly Marketing messaging (seasonal products, new arrivals, events, workshops, sales/promotions)
  - The fun stuff – behind the scenes, tips and tricks
  - Public relations coverage

- Links/retweets of other “expert” advice
Just Make Sure It Comes From A Strategy.

**Ideas for a beautiful world**

- Monthly Marketing messaging (seasonal products, new arrivals, events, workshops, sales/promotions)
- The fun stuff – behind the scenes, tips and tricks
- Public relations coverage
- Links/retweets of other “expert” advice
- Live customer interactions

So How Does It All Get Done?

- Sarah Pitts, Marketing Manager – 5% of her time
- Angie King, Content Manager – 30% of her time
We’ve Had Some Great Successes.

- Selling out workshops and events in well in advance.
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- More “conversations” with our customers.

And Some Things Have Caught Us Off Guard.
And Some Things Have Caught Us Off Guard.

• The only content you can control is your own.

• The subjectivity of “your brand”.

• Social media is open for business 24/7.

From One to One to One to 2,000+.

• Unhappy customers can broadcast their complaints to your entire following, not just your customer service department.

• Responses are in writing for the world to see. Be careful of the retweet.

• Some matters still need to be resolved offline.
<table>
<thead>
<tr>
<th>So What’s Next?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Testing more Brand Advocate tactics.</td>
</tr>
<tr>
<td>• Increase our digital video library.</td>
</tr>
<tr>
<td>• Determining where we stand on location based technology.</td>
</tr>
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</table>