

## Tools & Tactics



### Google Alerts

- Track your organization
- Track your customers/clients
- Track key competitors



### Social Media

- Understand your organization's policy
- Select the platform that works for you.



### LinkedIn

- Share organization updates
- Join and monitor industry groups
- Connect/network with potential clients/referrals sources
- Update your profile



### Facebook and Twitter

- Post about your organization's community involvement
- Share organization updates



### Public Relations

- Look for interesting or newsworthy items to share
- Share newsworthy items from your social media feed with co-workers, organization leaders



## **Client Relationships**

- Make sure data is correct  
i.e. Is it Vicki or Vicky
- Track relevant personal data that can assist in building relationship i.e. Michigan fan. Allergic to peanuts
- Identify interests so key marketing communication messages can be delivered
- Establish and maintain client communication systems



## **Client Feedback**

- First line of defense for unhappy clients
- Listen and then act to resolve situation
- Suggest ways to collect client satisfaction



## **Website & Blogs**

- Create content
- Share the resources



## **Reputation Management**

- Monitor reviews