



THE UNOFFICIAL **MADMEN** GUIDE TO COMPELLING CONTENT

Let's Build a paper airplane...



You've got 2 minutes.



Introducing:

Samantha Rufo

President, nxtConcepts, Ltd.

Offline

- 20 years marketing & technology experience
- NOW Marketing: Traditional marketing foundation with continual learning of new tools and methods
- Interactive Marketing focus for 14 years

Online

Mad Men fan.
Storyteller. Speaker. Tech Geek. Skier. Beachcomber.
Curious. Lover of Scotch w/ a Taste for Adventure.



Agenda

1. Create Shareable Content
 - Never cry over spilled milk
 - For every problem there's 100's of solutions
 - 700 ways to spin a ski report
 - Do something well & people will notice
2. Become an Ideaist
 - Characteristics
 - Book carrying members
 - Idea Files
3. Get out of your rut
 - You're in a rut, admit it
 - Dare to be different
4. Learn How to See
 - New car syndrome
 - Looking vs. Seeing
 - What's holding you back?
5. Become a Storyteller
 - Teach with a story & sell with subtleness
 - Exercise: 50 topics in 5 minutes
6. Know Your Networks (kind of like farming)
 - Facebook-plant the seeds
 - Twitter-feed the bird
 - YouTube-Cultivate your channel
 - Google+ - Crop circles?
 - Pinterest- Show and Tell
7. 12 Key Take-Aways
 - Things not to do
 - Things to do



“Advertising is based on one thing: happiness. And you know what happiness is? Happiness is the smell of a new car. It's freedom from fear. It's a billboard on the side of the road that screams reassurance that whatever you are doing is okay.

~ Don Draper



7 Years of Winters
100 day average season
= 700 Daily Ski Reports



Over 700 Ways to Say the Same Thing: Daily Ski Report

Opening Day- My introduction



Greetings and welcome back to Mad River Mountain!
Date: 12/09/03, Opening Day is Friday at 4pm

SAM'S SUMMARY:

For all of those that are just joining the daily ski report list, let me introduce myself. I'm the one that got charged with sending out all the ski reports. Since, I'm a late to bed person and detest the mornings, you can imagine my thrill at this task.

In any case, due to popular demand--we really did take a survey. I give you the straight stuff in a conditions report. I'll only give you a quick summary each day with my comments of course. If you would like more details on the conditions or weather or events, you can use the links provided to go to the actual website. As for my comments, well of course, they are my own. You can like them or not. No one has ever called me shy or afraid to speak my mind. So, don't expect that here. I also give a word of warning. I love cold weather and winter. I love long, groomed runs. So, I may be a bit partial when discussing those. So, maybe that was a bit more than a word, but you get my drift. (Get the drift comment? I think I'm funny.)

As I said in my last ski report in March, I'm not one for long goodbye's or hello's. If you were around last season, you now it was one of the best in known history. That means we have a lot to live up to and look forward to this season too.

There's lots of great stuff ahead. As long as you stay signed up to this report, I'll Keep you informed of what's going on around here. Plus, can I trust you to keep a secret? There will be specials and contests that will only be announced here. A bribe you say to stay signed up? Well, if it works?

As we get closer to Friday I will be updating more and more of the runs and lifts that will be open and of course the weather and slope conditions.

Please done forget, the best last minute pass deals end when we open. Don't wait, don't procrastinate, don't miss this. I know for a fact, you will never see these prices or deals again. If you miss this, don't say I didn't warn you. Hey, I'm only here to watch out for you.



Over 700 Ways to Say the Same Thing: Daily Ski Report

Escape to Skiing

It's Christmas Eve. A time to be with family. A time to reflect on our experiences and memories. Ok, a time to find a way to deal with all the family fun. Here's a look into one of mine.

Let me set the scene. I'm originally from NY--Long Island to be specific. My parents, well, picture Burt & Sylvia Buchman from the show "Mad About You". Anyway, my dad has since passed away, but my mom is still going strong. She arrived from Florida yesterday to spend Christmas with us. Even before her arrival, my life had completely come undone.

Why you ask? Let me share just a snippet of a conversation yesterday with my husband:
Sam: "I'm 33 years old, I'm married, I've a home. How come my mother can still push all my buttons?"

Husband: "That's easy, she installed 'em."

Sam: "What about my outfit? Do I look Ok? Should I iron my turtleneck?"

Husband: "It's perfect."

Sam: "Is it perfect because it's perfect, or perfect because we have to go?"

Husband: "Either way."

Sam: "What about my hair?"

Husband: "Bring it!"

Sam: "Are you sure? I didn't spend much time on it. What if the rain flattens it?"

Husband: "Then... well, then they'll point and laugh!"

Sam: "Your not helping. You know my mother is impossible. Now, your mother I adore!"

Husband: "You know what? The grass on other people's mothers is always greener."

Do you all see why I escape to skiing? Whether you are trying to escape or bring the whole crowd, we will be open today until 4pm and Christmas Day from 4pm-3am. The rain of yesterday converted to snow around 4pm. It did not however build any real accumulation. But the Trace of snow put a nice light coverage over the slopes. If you've finished your shopping and can get away this morning, lift tickets are only \$33. Plus, look at it this way, whether or not you get snow at your house for Christmas, we'll have it.

Hey, it's the little things in life that make the difference.



Over 700 Ways to Say the Same Thing: Daily Ski Report

Leaving Me

Good news! Everyone including the Road Runner people seem to be back online! Of course the bad news for me is that the day everyone finally could see the reports again, I had just a few typos and grammar mishaps.

I was going to claim that it was the early morning hours again. However, we've grown close over the past few months right? You can take my honesty right? Well, I was a bit off kilter yesterday morning because my husband was leaving me.

That's right, he had his skis, boots, helmet, clothes, and was walking out the door for a long weekend at Snowshoe. The bum! What? Did you think I was going to say something else? Trust me, I haven't put a good 10 years of my life into him to let him really leave.



Over 700 Ways to Say the Same Thing: Daily Ski Report

Resolutions or Excuses?

So, how's your New Year's pledge to exercise coming? Have you been able to get out to the slopes as much as you would like? Gym? Back yard?

Do you fit in the proud and fit category or just the full of excuses one? If you answered yes to being fit, you are good to go, move right on to the Report. If you answered yes to full of excuses, keep listening. I can feel your pain and have a solution. I've developed a custom calorie burning program and I'm willing to share. I look at it as a legitimate way to benefit from doing nothing. How many calories can you burn in a day?

Sam's Calorie-Consuming Excuses

Beating around the bush 75
Jumping to conclusions 100
Passing the buck 25
Putting your foot in your mouth. .300
Hitting the nail on the head 50
Bending over backwards 75
Jumping on the bandwagon . . . 200
Tooting your own horn 25
Climbing the ladder of success . . . 750

*Aerobic Altercations *

Adding fuel to the fire 160
Eating crow 225
Pushing your luck. 250
Swallowing your pride. 50
Opening a can of worms 50
Making mountains out of molehills. .500
Throwing your weight around (depending on your weight) 50-300
Counting chickens before they hatch ... 6

Boredom Blasters

Climbing the walls 150
Wading through paperwork . . . 300
Running around in circles 350
Dragging your heels. 100
Balancing the books 25
Going over the edge 25
Calling it quits. 2



Over 700 Ways to Say the Same Thing: Daily Ski Report

Clerdy Pile

Do you have a “clerdy” pile? I do. It’s taken me years to get my husband to understand my genius. Maybe you’re quicker. Let me explain...

You come home from work. You put on a nice comfy shirt, stretchy pants, etc. You are in them for what a few hours at most, than get ready for bed. Now, the clothes are not really “dirty” because you haven’t really done anything, been anywhere, or even gotten too attached. On the other hand, they are not clean enough to hang back in the closet with the rest of the clothes. So, that’s why I have a “Clerdy” pile. Not quite “Clean”, not quite “Dirty”.

I usually designate a chair or at one time it was the treadmill. The treadmill only lasted as the “Clerdy” pile holder until my husband actually did the laundry one day and realized what actually held everything up. He didn’t see the merit to having a treadmill that only held clothes. He sold it right out from under my nose not too long after discovering it. No great loss I suppose, I’d rather ski anyway.

Although we’ve been together almost 10 years, my husband has yet to figure out this system. He will see my “Clerdy” pile and (gasp) combine the contents with my dirty laundry pile. Well, then it’s all over. Some physicist somewhere I’m sure, will confirm that the minute the “Clerdy” touches the “Dirty” it automatically converts to dirty.

I grieve for the former “Clerdy” clothes. They could have had a real chance to be worn and earn their new title. Instead, they are washed up before their time.

Whether you have a “Clerdy” pile or not, we’ve got a way to make you and your clothes have fun. So, get those clothes out of the closet and get yourself to the slopes. A bit of sun is predicted today and more seasonable temps in the mid 20’s.



Over 700 Ways to Say the Same Thing: Daily Ski Report

Worst Day

Did you ever have one of those days that should make it into the “Worst Day” annuls? Let me tell you about my past Sunday. You were spared on Monday because of the Free For Me Question.

As you know Sunday is supposed to be “date day” for my husband & I. Reconnect time, big romantic, starry eye thing. (I can dream you know.) Well, a busy day working at the slopes on Sat took it's toll Sunday morning. I'm sure that one small margarita (2-3 golden) with dinner (in place of) had absolutely nothing to do with anything!

Now, normally getting up late on a Sunday shouldn't be that big of a deal. That is unless it's a holiday weekend, there's lot's of events going on that you are in charge of, and your husband is bringing his boss skiing for the first time. Did I mention he's up for a big promotion this week? (My husband, not the boss-just to clarify)

Ok, so after a couple more mishaps, we finally make it to Mad River (in separate cars). Matter of fact, we even had to switch cars on the way, because I needed gas and couldn't spare the extra 5 minutes to stop for it. But that story is for another day.

The events on Sunday went very well. Lot's of Demo Vans showed up, the Rail Jam went off without a hitch and only a few stitches for one participant that got a bit too close to the tank. Overall, by 5pm, I was finally ready to sit down after a long day. Within 5 minutes of starting to relax, the call came in from the office that “something was wrong with the credit cards”. Did I mention I do that stuff too? So after numerous calls to our software vendor, credit card merchant support, and basically god himself, we were able to get it fixed. It was a long hour, let me tell you. If you were there, I probably don't have to.

At this point, Jim & I decide to call it a day. We never did get, even one run, in together. I guess the left-over cold pizza we shared at lunch was kind of romantic. He did offer me the last piece!

As I was just pulling into my neighborhood and having that last thought of, “at least the day is over and I have a warm bed waiting” I realize that it's dark. Really really dark. For some reason, Sunday night in Powell, OH all the lights went out. Technically, not a big deal unless the only way you have to get into your house is through an electric garage door opener and you have 2 dogs that have been cooped up an awfully long time in a house covered in white carpet. Of course, one broken window later, and even that can be fixed.

So, what's the moral of this story? Absolutely nothing! I just needed a place to vent and give you a reason to appreciate your own life even more. Conditions this week are a good way for me or you to get past one of those days. Over 2 inches of fresh powder fell yesterday and more is expected this week. I suppose I can console myself with that. So, I'm off to console.



Over 700 Ways to Say the Same Thing: Daily Ski Report

I Love the 80's

Feb 13, MRM Update

Mad River Mountain

Sent: Friday, February 13, 2004 9:06 AM

To: Ski Report

Welcome to a superstitious Friday, from Mad River Mountain, (Stuff that changes each day)

Date: 2/13/04 Open today 10am-3am

SAM'S THOUGHTS TO START THE DAY:

It's once again "Free for Me" answer day. Many of you wondered why I chose to ask for movie quotes that all seemed to stem from 80's movies. Well, you see, it comes from 2 facts. First, I grew up in the 80's. So you can say I was young and impressionable. Second, the 80's was the last time I actually had the time to go see movies and memorize lines. Do they still make movies?

Ok, enough of the suspense. Here are the answers that quite a few of you were able to come up with:

"Troop Beverly Hills" 1989

"Attention K-Mart shoppers, blue light special aisle 13."

I agree with Bob's email comments, Shelly Long should have stuck with Cheers.

"Ferris Bueller's Day Off" 1986 or more recently "Anger Management"

"Life can pass you by if you don't stop and take a look around."

Ferris was my idol. The thought of being able to escape a day of High School was always top in my book. Unfortunately, the nuns at the all girls, private catholic school I went to, had other plans for me. If you want a good movie about escaping your obligations for a day, watch this one. Silly but funny.

"Real Genius" 1985

Chris: "I was thinking of the immortal words of Socrates, who said: 'I drank what?'"

I fell in love with Chris Knight/Val Kilmer and just knew I had to go to college to be just like him. I still have my bunny slippers. (Slap on the head) Well, duh! Maybe I should stop wearing them out in the mornings when I walk the dogs. Could be what's causing "Damn Rabbit" to hang around. But, if you want a funny, college prank movie, with lots of original lines, go get this one. I still laugh out loud at this movie every time I watch it. Of course, you know I have an odd sense of humor anyway.

As you know, there can only be one winner each week. This week it's Scott C, who as far as I can tell by his email likes to ski in Ohio. My kind of guy! This week, I had our Office Manager pull the winner's name out of a hat. So, if you didn't win, don't cut off my chocolate supply (do hers).

For everyone else, don't worry, there's still another "Free for Me" question coming on Monday. This of course means another winner next Friday.

You still here? I'm done. Go ski.

You still here? I'm done. Go ski.

---SLOPE CONDITIONS---

New Natural Snow: Must have missed us
Surface Conditions: Groomed Snow

Grooming: Yes
Snowmaking: Yes

Base Depth: Up to 60"
Lifts Open: 8
Trails Open: 17
Glades Open: 3

Tubing Open: Fri at 10am-3am for President's Weekend

Terrain Parks: Zero G: Open with 15 features-C Box is back
Launch Pad: Open with 6 features-including a new Wall Ride check

out the terrain report for details
<http://www.skimadriver.com/terrainreport.asp>

Weather:

Today
Mostly Cloudy This Morning...Then Becoming Partly Cloudy This Afternoon.
Highs In The Mid 30s. Southwest Winds 15 To 20 Mph.
Tonight
Mostly Clear. Lows Near 20. Southwest Winds 10 To 15 Mph.

---FUTURE TRACK---

President's Weekend Hours for skiing, riding, tubing-Sat 9am-3am, Sun 9am-3am, Mon 9am-9:30pm

MX (Midwest Xtreme Series) at Paoli Peaks, Feb 21st, and ends with a bang on Feb 28th at Mad River. It's the biggest and best Big Air & Rails. Check Late Breaking on the site for details. Check out yesterday's events on the website at www.midwestX.com

Extended Play Pass Sales are now on. Get next season's membership at this season's best prices. Use it next season and for the remainder of this season too.

Starting Tuesday, Once a Week MTM memberships can come Monday-Fri from 10am-9:30pm & Sat, Sun from 4pm-9:30pm.

Mardi Gras week is coming Feb 28th.



Over 700 Ways to Say the Same Thing: Daily Ski Report

Escape to Skiing

So, in other news... If you are trying to escape issues of your own, try out the slopes. It's a wonderful adrenaline rush that helps to put all other things out of your head and shape up the body too. After this morning's chase, you know where I'll be. You should also know how to pick me out--red cap, muttering about a rabbit.

---SLOPE CONDITIONS---

New Natural Snow:	On the agenda
Surface Conditions:	Groomed Snow

Subject: Jan 29, MRM Update

Happy Day, from Mad River Mountain, (Stuff that changes each day)

Date: 1/29/04 Open today 10am-9:30pm

SAM'S THOUGHTS TO START THE DAY:

I have issues. (Probably not a surprise to you) My current looming one, focuses on a rabbit. There is this rabbit that lives somewhere out in the yard that antagonizes my dogs. Which in turn, antagonizes me. Really!

For some reason, the rabbit only seems to target my male dog. Makes me think it's probably a female rabbit. No offense to the female gender in general. (Of which I am part of) My husband actually believes that I had some fine print written in our wedding contract (that exists only in his mind) that designates a certain amount of torment each week. Oops, I digress.

Ok, so this particular rabbit, who I've given the particular name of "Damn" (Darn when my neighbor's 5 year old is out) actually comes up and sits on the steps by the back door. Just in sight of my dogs. Then, when they start barking, clawing, and throwing themselves at the door, "Damn" will actually sit there and encourage it.

Of course, I can't open the door to make the rabbit go away and "shushing" from the inside does absolutely no good. Trust me on this. So, I can either sit and continue to let the scene unfold or go out another door that the dogs will not escape through, walk around the house, and make enough noise that the rabbit takes leaves before I get there. All the while mumbling to myself, "Damn rabbit, I'm gonna get that damn rabbit if it's the last thing I do." You know, I've started to identify with Elmer Fudd. All I need is the red cap and I would be completely in character.

Lately, "Damn" has adding another trick to her bag. She'll wait next to the back door, just out of my site. So, when the dogs go bolting out the door, the chase can begin. Neither "Damn" nor my dogs care if I am part of the chase or not. This get's especially fun in the dark when the dogs get loose and I can't see them or the leashes to round back up again (both dogs have black hair)

Now you're probably wondering why I just don't let the dogs catch the rabbit. I've tried. "Damn" gets away each time and I spend hours tromping through the neighborhood to find them again. (The dogs, not the rabbit) The one time my male dog actually touched the rabbit in chase, I think he was so amazed at himself or didn't like what he got that he decided running to me for help was the best option.

Adding insult in injury, "Damn" leaves her "droppings" throughout the yard. Which coincidentally look to my male dog just like dog food. So now, I not only have to watch for "Damn" so my 2 minute walk doesn't become a 2 hour dog hunt, but I have to watch that my male dog doesn't dine on her "leftovers". Damn rabbit!



Over 700 Ways to Say the Same Thing: Daily Ski Report

Final Farewell

Feb 28, MRM Update

Mad River Mountain

Sent: Saturday, February 28, 2004 9:24 AM

To: Ski Report

Date: 2/28/04 Open today 9am-3am

****Sam's Last Thoughts of the Day****

Well, it's finally happened. I know, I know, you've been wondering. How long can this really last?

I hate to say it, but, yes---I've finally run out of things to say. Who knew that being witty and charming all season would mean that I would use up my entire lifetime supply!

Don't worry! We have plans in place. We've been searching high and low and have found an even better report writer! So, everyone raise your coffee mugs to Cristin. She'll be taking it from here. And, yes. She likes chocolate just as much as I do...

Interested in actually meeting Cristin and myself? We'll be out on the snow today with the MWX. It is only the biggest and best event of the season. Where else would we be?

Thanks for all the emails, chocolate, and laughs. You've been great. (Sniff) Stop that. None of that. You knew this couldn't go on forever. There's skiing to be had, work to be done. Like the show Cheers, I want to go out on top (at least in my own mind). Just think, could you have handled me boring? Syndicated, reruns. Nope, not for me. Plus, not doing the reports in the morning will enable me to put all my energies into finally catching "Damn Rabbit" and not annoying my husband. Oh, wait. I like annoying him. Oh, well I'm sure I can find other ways...

Gotta go now. There's a sunrise I need to ski off into... (I know it should be a sunset, but it doesn't fully work when you do AM reports. Work with me here, I'm trying to have a moment.) ...until next time...

Sam

---SLOPE CONDITIONS---

New Natural Snow:

Surface Conditions: Machine Groomed

Grooming: Yes

Snowmaking:



Engagement Before there was Engagement

← Ski Report New Format

Smithhisler, Paul

Sent: Monday, February 24, 2003 9:00 AM

To: mrm@skimadriver.com

Number one on my list of positives for the new format...your wit! Thanks for taking the bland report and making it interesting to read! As a side note, I would love to join you on the slopes Sam, if it weren't for Tae Kwon Do taking its toll on my body before snowboarding had the chance this week! We will have to see how I recuperate through the week. Keep up the good work!

-Gus

← Ski reports

fu43065@yahoo.com

Sent: Friday, December 19, 2003 2:39 AM

To: mrm@skimadriver.com

I just wanted to say thank-you for the daily reports. They are greatly appreciated for a person such as myself that doesn't a lot of time to check the MRM main page!
Regards,
-Marc Stock

← ski reports

Christine Holmes

Sent: Sunday, December 28, 2003 9:19 AM

To: mrm@skimadriver.com

I really hope you aren't getting complaints about being long-winded in your daily reports! I love them and look forward to reading them every day, even on days I am not going skiing! You give so much more than a ski report and it looks like you have fun writing these daily blogs. I am waxing my skis today with this terrible warm weather upon us, but plan to be at MRM on Wednesday for my first skiing of the season so far. Keep up the great work on the emails, and good luck on your New Year's resolutions. We all could use more time at the gym for sure.

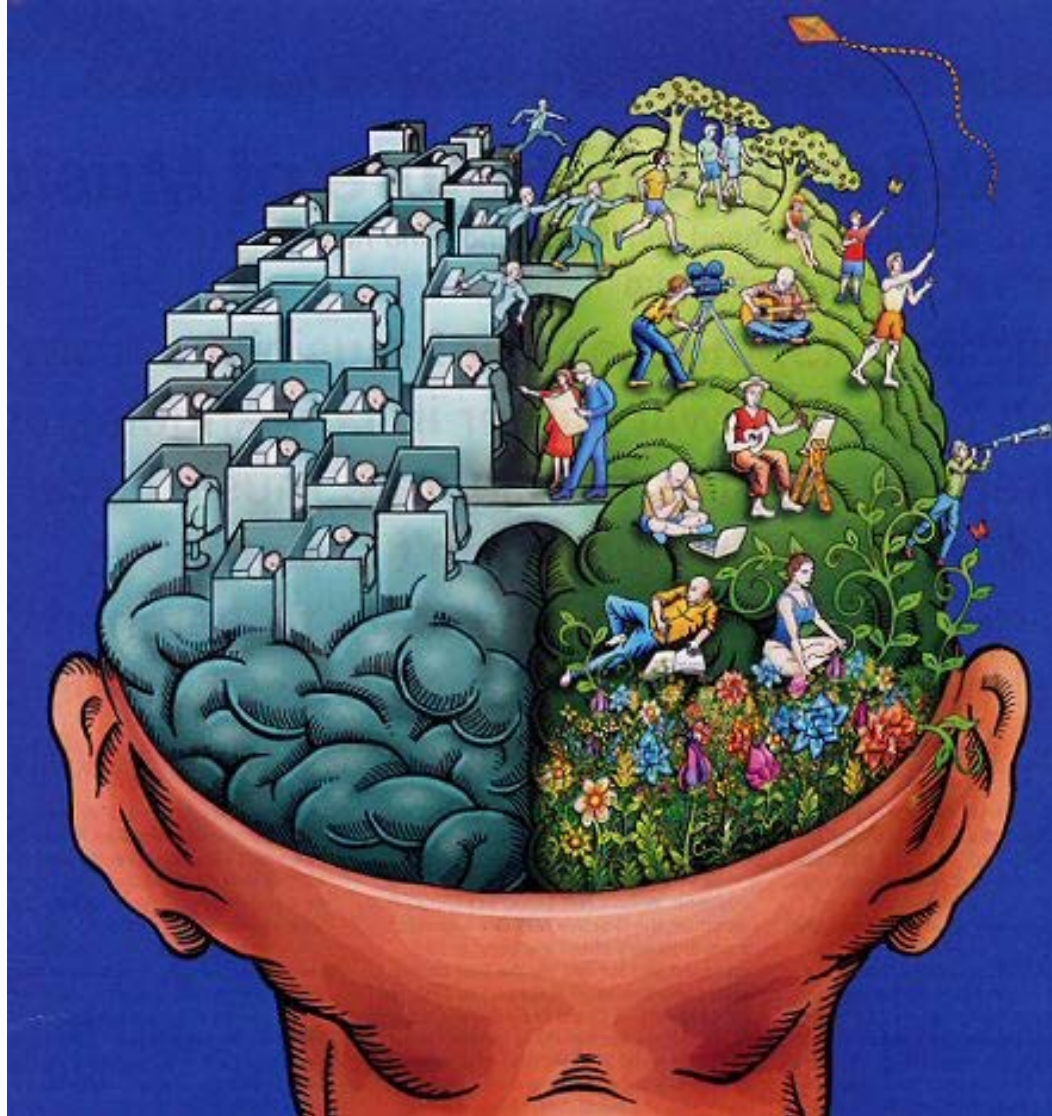
Christie Holmes



**Tell yourself everyday that you
are a font of ideas, that ideas
shoot forth from you like a
snow gun.**

Then, one day they will.





Become an Ideaist



"You know what? I have good ideas. In fact, I used to carry around a notebook and a pen, just to keep track.

~ Pete Campbell

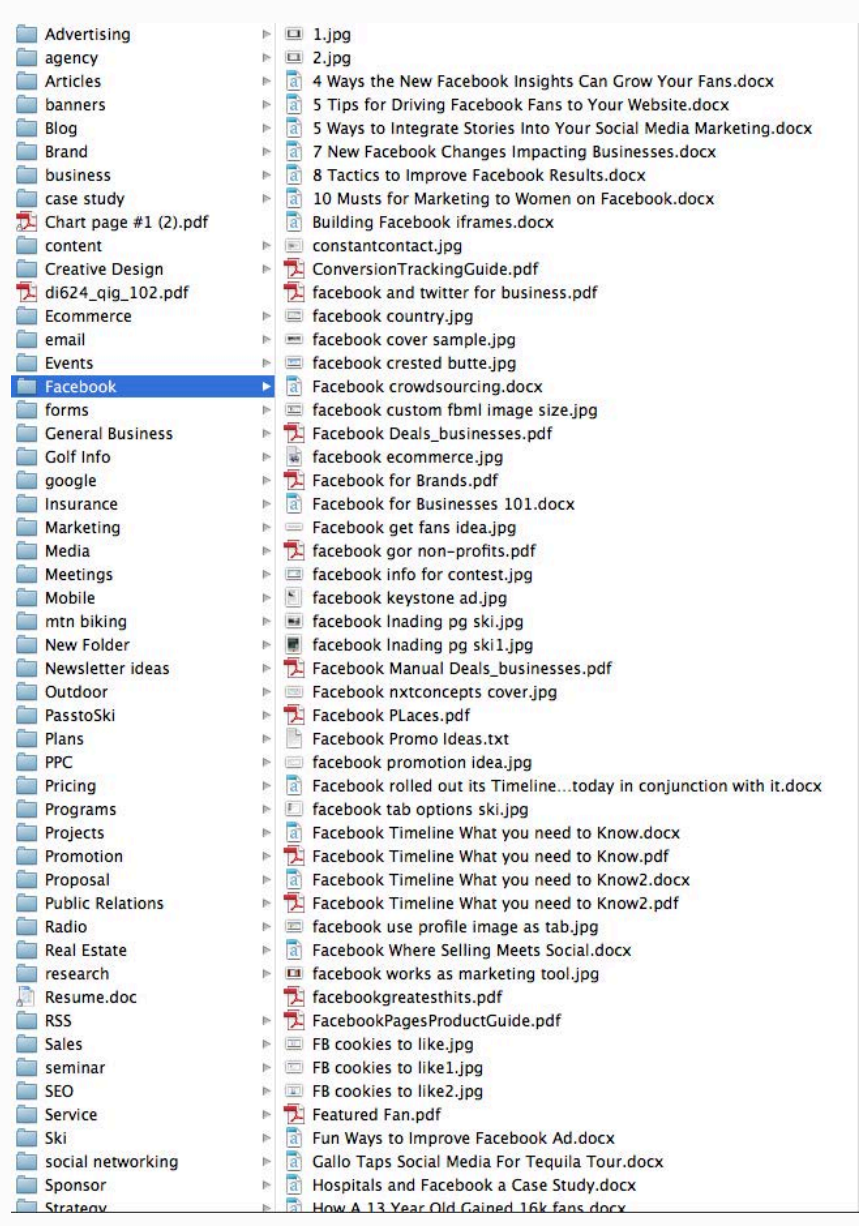
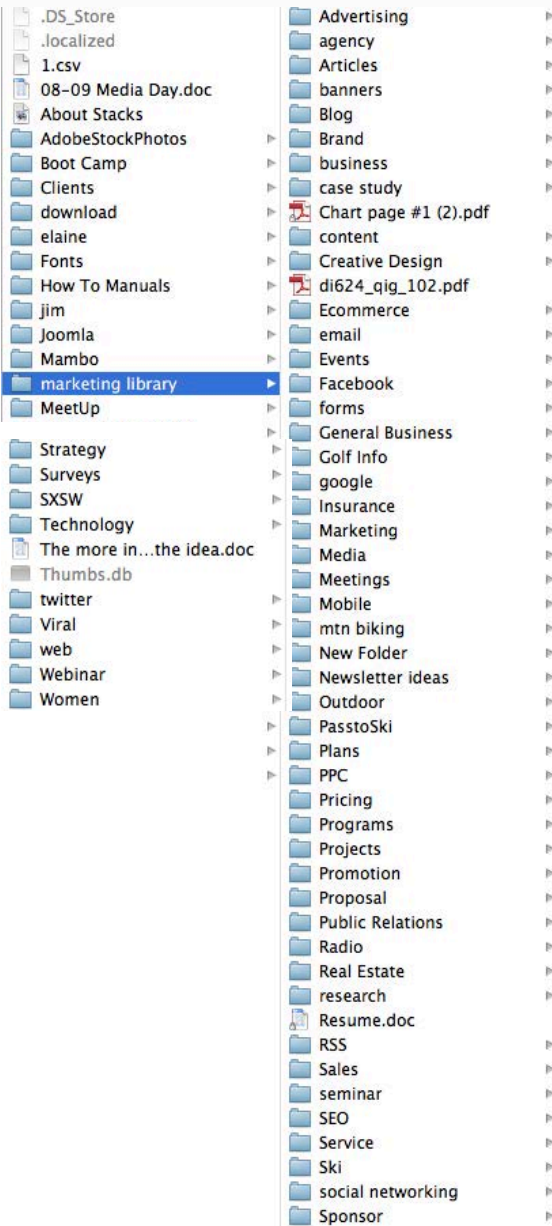


Do you have an idea file?

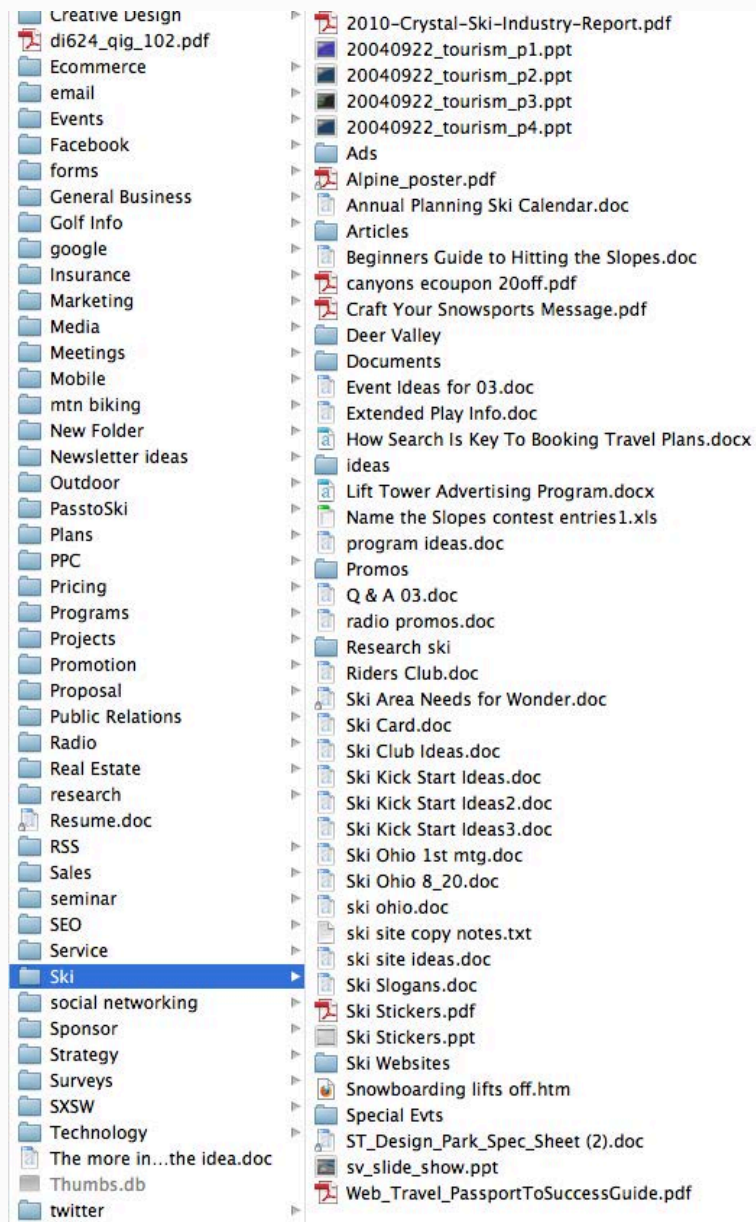


I do.

Lots
of
them.



How big is your ski file?



Get out of your rut.



Do you...

- Get up the same time every day?
- Buy the same things at the supermarket?
- Watch the same TV programs?
- Wear the same clothes over and over again?



Do something different (to kick-start your creativity)

- Read a book you normally would not have.
- Study Latin, Greek, or Chinese.
- Order something in a restaurant without knowing exactly what it is.
- Read a children's book.
- Read a magazine you've never heard of.
- See a movie you think you'll dislike.
- Touch the bark of 3 trees in your neighborhood. Learn to identify by touch only.
- Go to lunch with someone different.
- Listen to music you don't like.
- Visit a museum you've never been to.
- Drive a different way to work.



Learn how to see.



What color were the glasses
on the previous page?





The New Car Syndrome





“Life moves pretty fast.
If you don't stop and
look around once in a
while, you could miss it.”



Looking vs. Seeing





You are a writer. Yes, you!



If I can do it...

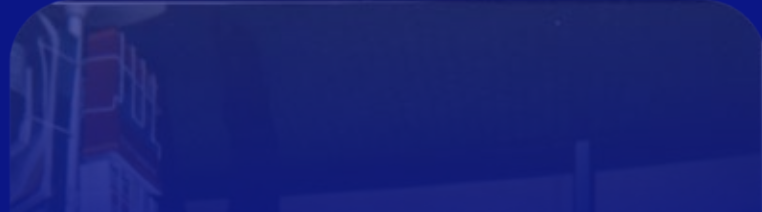




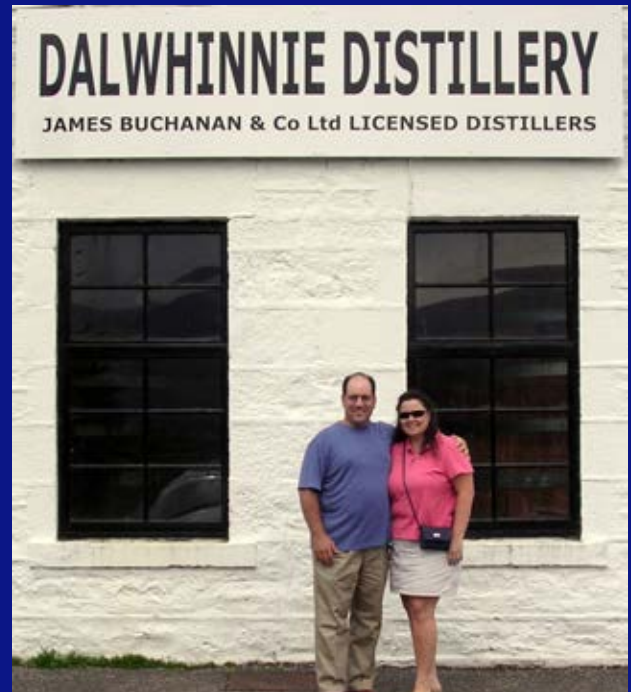










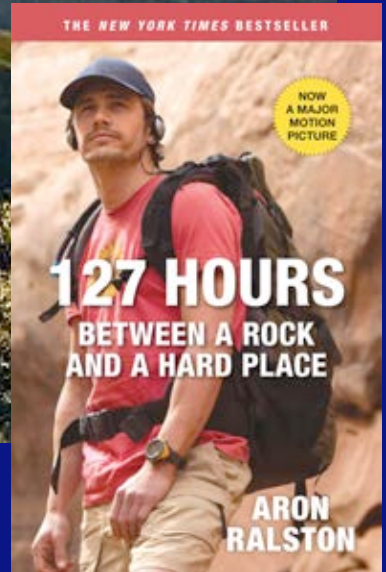
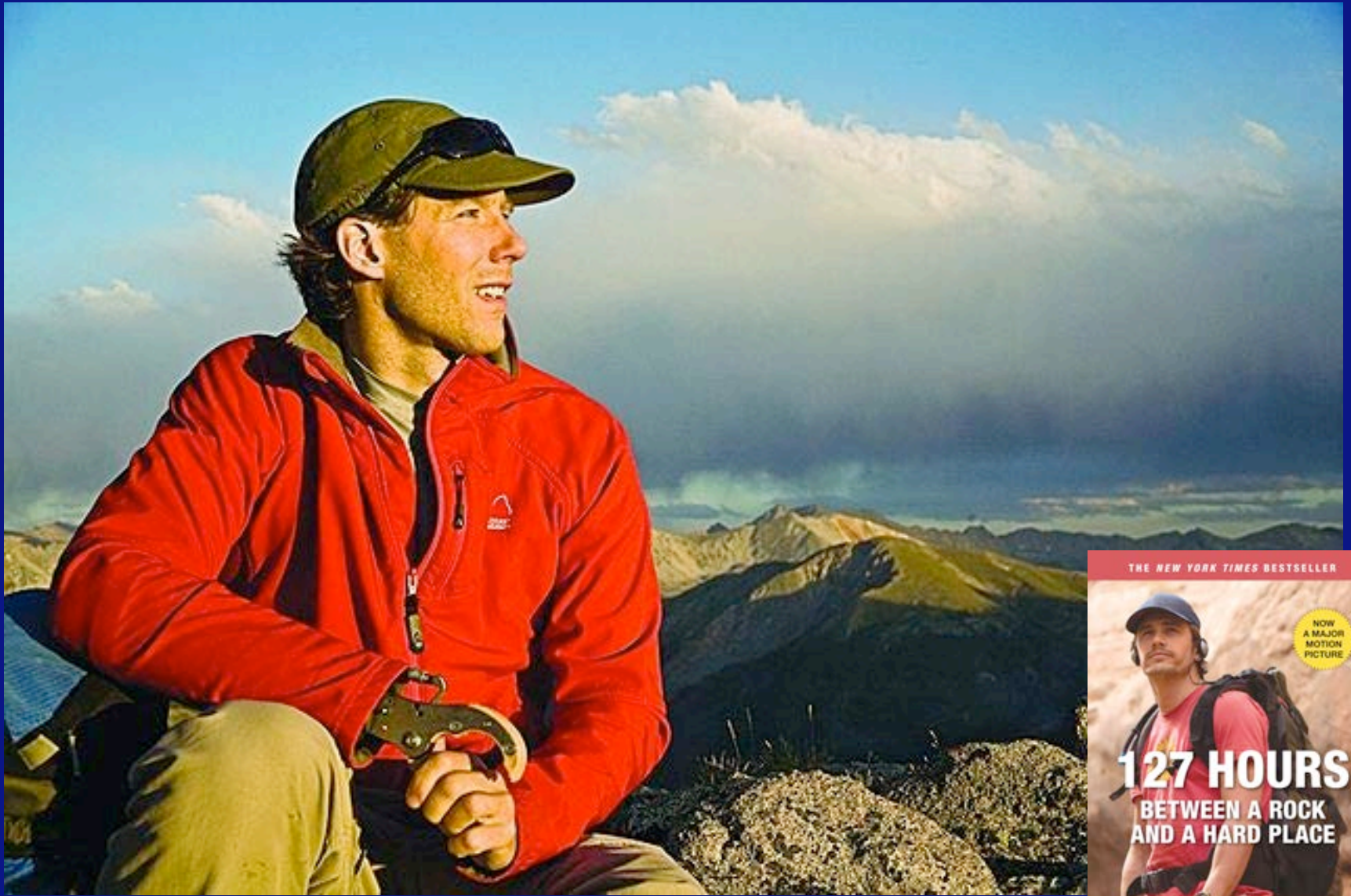














”Story's matter here.”

~ Don Draper



10 STEPS

TO BECOMING
A BETTER

WRITER

1. *Write.*
2. *Write* MORE.
3. *Write* EVEN MORE.
4. *Write* EVEN MORE THAN THAT.
5. *Write* WHEN YOU DON'T WANT TO.
6. *Write* WHEN YOU DO.
7. *Write* WHEN YOU HAVE SOMETHING TO SAY.
8. *Write* WHEN YOU DON'T.
9. *Write* EVERY DAY.
10. **KEEP** *Writing.*

by Brian Clark
copyblogger



"Just think about it deeply, then forget it...then
an idea will jump up in your face."

~ Don Draper



Exercise:

Name **50 topics** for your social media content calendar in **5 minutes**.



MSAA Session Topic Ideas

Season pass sale
Condo/home ownership – how to & why
Future plans/projects
Golf specials
Bar entertainment
Info on rentals (fees)
Trivia and contests
Other options – cross country
Other options-Snowshoeing
Soup of the day
Races-info
Races-result
Adventures of going on a trip
What's new
Terrain park set up
Retail specials
Grooming info
Lesson experiences
Signs of snowmaking series
Bring a Friend program – how it works
Ski and Snowboard Month – how to join in
Why go with a pro & stay married/friends
Crowd sourcing – bring a group together
Rail Jam details – how to do or watch
Family fun night
History of the area – 1 fun fact a day
Current specials
Staff – highlight
How to properly fit gear
Opening day info
Preparing for opening day
Warm up exercises
Highlight guest experiences
Tubing options
Banquet info
Tue up specials
Demo/ski equipment options
Why use a helmet
Kids programs –what makes them unique
Photo contest – funny pics
Ski school – learn to ride
Ski school – highlight instructor stories
Safety messages and how they apply
Highlight best places runs to get away
Snowfall totals and what they mean
Recent trail openings and what you will see
Available apps & why to download
Secret spots-powder stashes
It's snowing – how to get here fast!



Know your Networks

"We use Facebook to schedule the protests, Twitter to coordinate, and YouTube to tell the world..." -Activist in Cairo, Egypt, March 2011



(Think of it like farming)



Plant the seeds – grow your fans

facebook.

BRING A FRIEND

HUMANS WERE NEVER MEANT to hibernate.

January LEARN TO SKI & SNOWBOARD MONTH

Learn to Ski and Snowboard Month
1,165 likes · 21 talking about this

Non-Profit Organization
Formerly known as "Learn a Snow Sport Month," this grassroots program is working toward growing ski and snowboard participants nationwide.

About Photos Likes 1,165 Gear & Giveaways Videos



Meet Greg

facebook

- Between the age of 30-39
- Has a lot of friends
- Uses the web regularly
- Enjoys outdoor activities
- Is the perfect person to spread the news about the Bring A Friend Program.



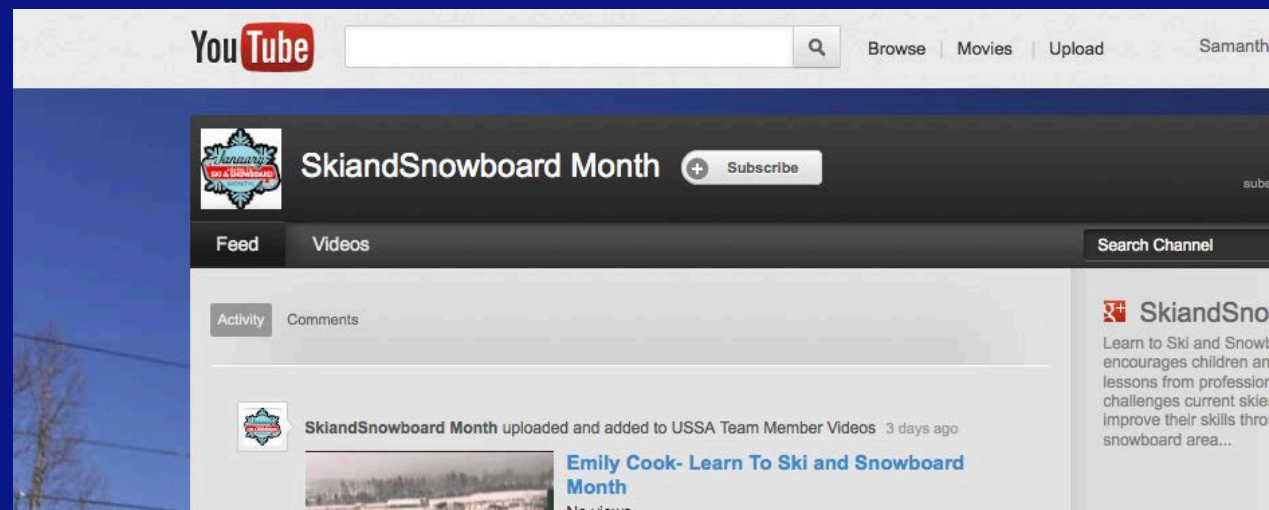
Feed the bird - breadcrumbs

- Be thought provoking
- Be insightful
- Be newsworthy
- Be short
- Be a linker; to longer more detailed info.



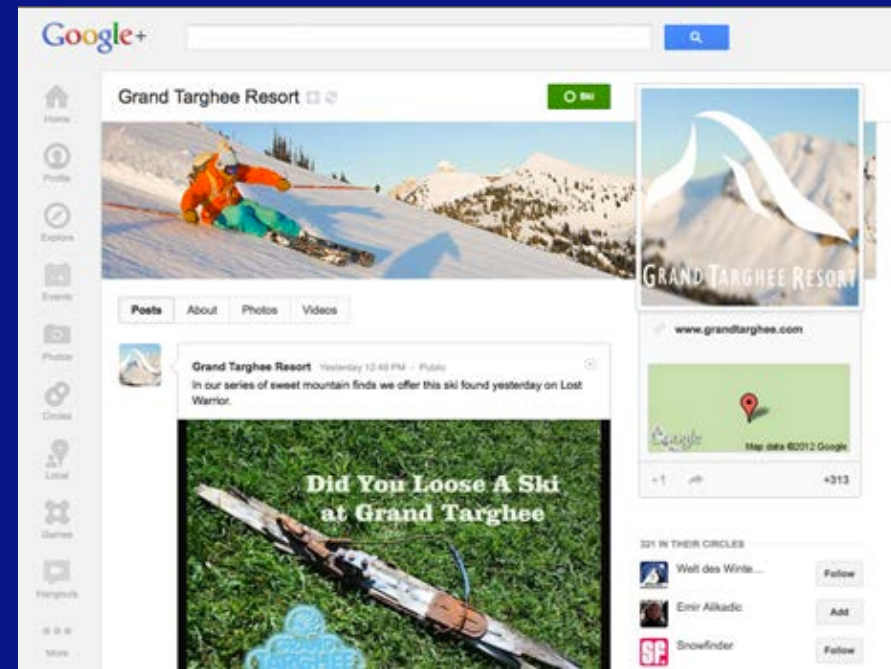
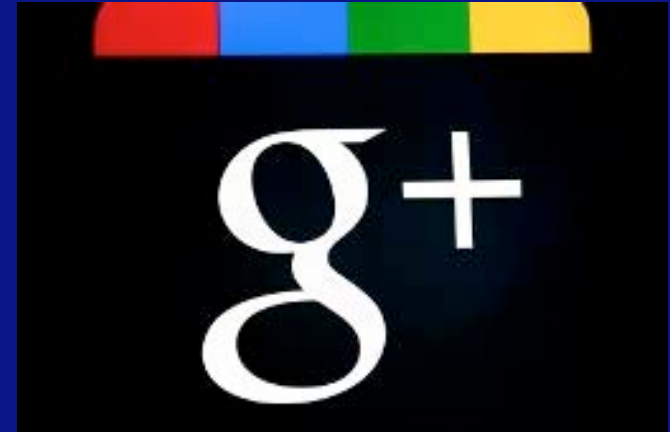
Cultivate your Channel

- Create content, not commercials
- Harness the power of sight, sound, and motion
- Tell your story – people sell brands, brands don't sell brands
- EVERY video finds an audience
- You don't always have to make video, you can inspire others or curate



Crop Circles?

- Be visual
- Offer exclusive content
- Tell the story of your company
(yes, you can even highlight products and services)
- More circles = higher visibility in search results



Show and Tell

- Add a “Pin” button to your website
- Crowd source
- Your boards should support your strategy
- Create moments
- Participate in conversations
- Use #hashtags in descriptions
- Relate to a lifestyle that can be achieved by skiing or snowboarding with you

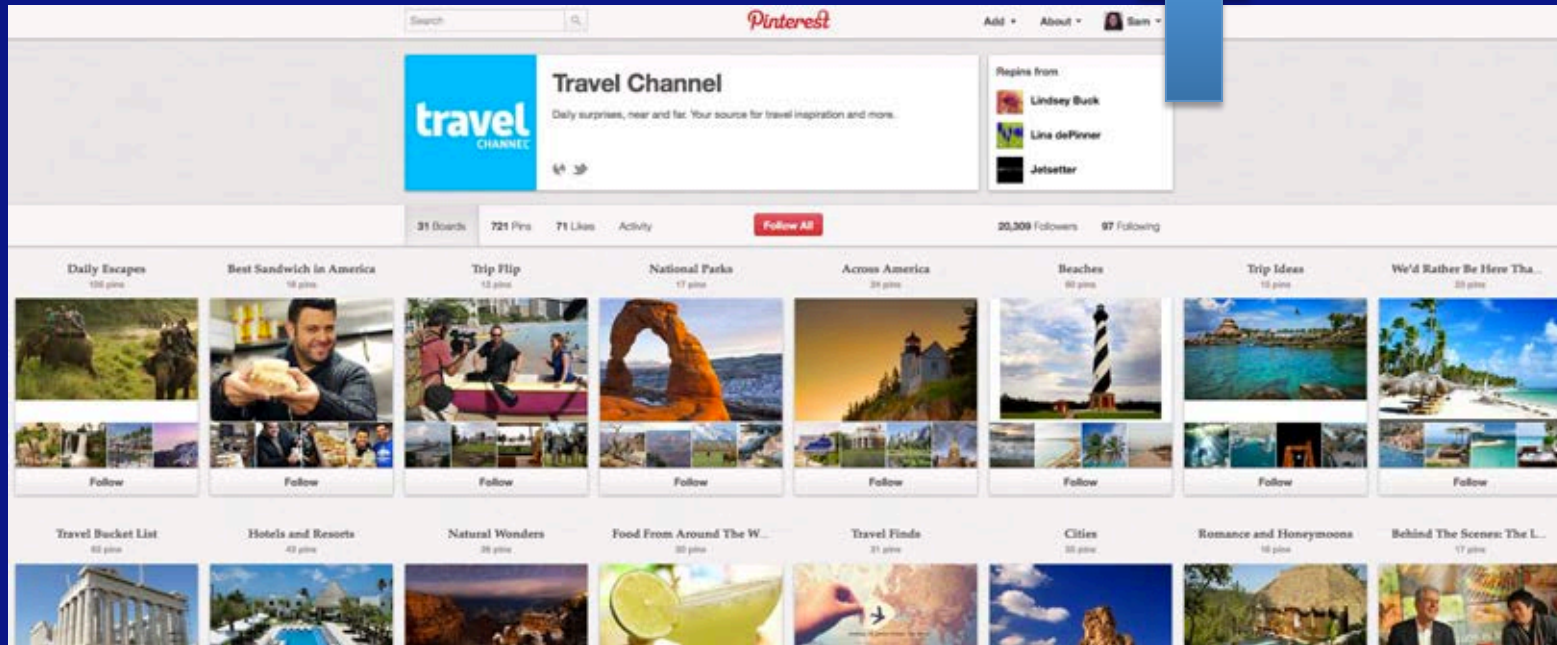
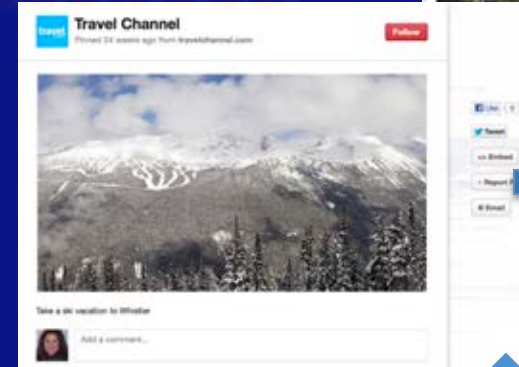


Home & Interest • No Passport Required

NO PASSPORT REQUIRED

Forgot to renew your passport? Didn't apply for one in time? That won't keep you from a last-minute getaway to one of these amazing destinations.

View Under: United States



Before you Go

.....

12 key
takeaways

.....



Things good social media writers don't do...

- Bad content like random quotes
- Statements
- Useless updates about your dinner
- Rants about nothing
- Repetitive sales or marketing



Things you will do...

- ✓ Remember, you are a writer. Practice.
- ✓ Learn to 'see'.
- ✓ Be fascinating, then, so will your writing.
- ✓ Use visuals.
- ✓ Don't forget calls to action or your goals.
- ✓ Have fun.
- ✓ Use the Content Strategy Cheatsheet



The conversation doesn't end
just because you leave the room.

~ Pete Campbell (to Don)



Thank you!

Samantha Rufo

#msaa



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