

Impact, Leverage and Growth ...

Social Style



Joan Koerber-Walker
President and CEO
Arizona BioIndustry Association
www.AZBio.org

The Promises That Brought You Here

- The dollars and sense of going social
- Building a community and keeping engaged
- Growing your association ‘socially’
- Leveraging your membership community for greater social impact

Business + Bioscience for a Better Arizona. We are ...



Making Our Mark

Avnet, Inc. (NYSE:AVT) is one of the largest distributors of electronic components, including connectors and semiconductors; technology solutions, computer products and embedded technology. Avnet connects the world's leading technology manufacturers with a broad base of more than 100,000 customers by providing cost-effective value-added services and solutions.

Focused on Customers

Worldwide

Industry Leaders

Think Avnet

News [RSS](#)

[Avnet Technology Solutions UK Doubles its Hitachi Data Systems Business and Wins EMEA Distributor of the Year Award](#)

[Avnet Promotes Gerry Fay to Chief Logistics and Operations Officer, Replacing Retiring Jim Smith](#)

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Stock Price (NYSE:AVT)	
Last Trade:	04:01 PM ET Jun 14
Current Price:	\$31.52
Change Price:	+0.69 ▲
Percent Change:	2.24%

Avnet Electronics Marketing

Electronic components, supply-chain and design-chain services for original equipment manufacturers and electronic manufacturing services providers.

[Updates from Suppliers with Facilities in Japan](#)

Avnet Technology Solutions

Enterprise computing products, services & solutions for VARs, ISVs, systems integrators and non-PC OEMs.

Achieving Vertical Market Channel Insights

Avnet Logistics

- Supply Chain Solutions
- Warehousing & Distribution
- Technical value-add
- Transportation Management...

for the global electronic components industry

Someday a company won't be 'real' if they do not have a website...

Robert M. Gardner, then Sr. VP Technology, Avnet, Inc. 1985

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What's the Next BIG Thing? "TWITTER!"

Bill Austin and Robert Scoble at the Revolution in Marketing Conference



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The dollars and sense of going social



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Can you afford to invest in a Community Manager?

Publication	Cost for 1 full page ad
Wall Street Journal	Full Page B&W \$164,300. Full Page Color \$210,300
Washington Post	Full Page B&W <= \$100,000
LA Times	Full Page B&W Full Run \$70,000

Source: <http://www.gaebler.com/Newspaper-Advertising-Costs.htm>

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Building a community... and keeping engaged



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Social Media is a tool

that allows us to execute on a strategy



Photo Source :

<http://ictkm.files.wordpress.com/2009/07/social-media-bandwagon1.jpg>

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Social Media

as a community building messaging tool



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Use the right tool for the right job!

Which tool is best at:

- Community Building
- Customer/Audience Interaction
- Message Delivery
- Getting Responses



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Community Building

Tools

- Twellow.com
- Unfollow.com
- Twitter Help
(Follow Limits)
- Twitter Search
- Automation
 - Social Oomph
 - Hoot Suite.com

Tips

- Do your Homework
- **Be Friendly!**
- Follow back
- DO NOT SPAM your followers.
- Share ideas, and Create Value
- DO NOT protect your tweets.

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Customer/Audience Interaction

Do you want to hang around with someone who only talks about themselves?

Don't be the Bore at the Party!

- Think about 'social' as a giant focus group.
- Give the audience what they want – not what you want!
- Use tools to find people who are talking about your company, your product – or your competitors.
- Interacting with customers means listening, starting a conversation, and engaging them.
- The first rule of interaction is always – You get what you give.

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Message Delivery

- START a conversation that can be continued.
- Invite people to ask for more.
- Comment and expand on others ideas
- Ask for input
- Deliver items of value
 - Articles/blogs
 - Coupons
 - News
 - Ideas
 - Quotes
 - Links to video or content

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Growing your association 'socially'



INNOVATION
SUCCESS
EVALUATION
DEVELOPMENT
GROWTH
SOLUTION
PROGRESS
MARKETING

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Does it work? A tale of two blogs.

CorePurpose - Joan Koerber-Walker's Blog
Celebrating the Entrepreneur... in all of us.

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Welcome!

We're so glad you found us at jkw.typepd.com!

Joan is the Chairman of the Board and founder of CorePurpose, Inc. As a business and community leader, she sees lots of really cool stuff and shares it here.

Look around to find an eclectic mix of ideas and stories on Innovation, Leadership and Growth. As well as topics like Embracing Change, Getting Back to Basics and of course a little Real World Inspiration.

Want to talk to Joan? [Send her a note](#) and she'll actually call you back!

Posted by Joan Koerber-Walker on December 11, 2008 at 09:52 AM in [Current Affairs](#), [Embracing Change in 2009](#), [Innovator's Corner](#), [Leadership](#), [Really Cool Deals](#), [Weblogs](#) | [Permalink](#) | [Comments \(0\)](#)

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SEPTEMBER 03, 2009

Is Twitter part of your business strategy? Should it be?

Earlier this summer, I was asked by my friend, Dr. Julie Smith David of the Arizona State

- About
- Pages
 - Book Joan to Speak to Your Group
 - Joan is moving on from ASBA. Read the release.
 - My Profiles on Twitter
 - Sharing the Message - Videos

CorePurpose™
focused on success

Home About Joan Koerber-Walker on Twitter Videos Want Joan to Speak to Your Group?

Welcome!

April 25, 2009
We're so glad you found us at JoanKoerber-Walker.com!



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WELCOME TO COREPURPOSE JOAN KOERBER-WALKER'S BLOG

Now more than ever, we need to be focusing on the positive side of business.

It starts with Conversations - Asking Questions - Forming Alliances - and most of all Building Solutions.

The PURPOSE of this blog is to start conversations.

As I travel the community and the world I'll highlight new ideas, solutions that are developing, partnerships that are forming, and solutions that are being built.

Then, it's your turn to join in the conversation. I hope you will.

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Results – Twitter vs. SEO

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Leveraging your membership community



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Thank You!

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CorePurpose, Inc. | corepurpose.com |
corepurposeblog.com
OTEF | OTEF.org | AZEC11.com

Or send me a note on Twitter:
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@CorePurpose @JKWgrowth
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