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Welcome to the 2018 conference issue. Here you'll find our exclusive reporting on AIIP's annual conference, held on April 19–22, 2018 in Minneapolis, MN, USA.

Before we dive into conference reports, AIIP President Cindy Shamel gives us her vision of AIIP and her impressions of this year's conference.

The conference theme was “Thriving in the New Normal.” Attendees were inspired by the speakers, including keynote speaker Mary Meehan, who is the co-founder and CEO of Panoramix Global. She is a successful serial entrepreneur with a twenty-year track record of transformational thinking and uncanny future foresight.

Clare Hart, CEO and member of the Board of Directors of Sterling Talent Solutions, gave the Roger Summit Award Lecture. She shared the wealth of her own professional and personal experiences to talk about how the pace of change is impacting our lives and what it means from a career perspective.

Other sessions ranged from the highly practical to the thought provoking. You really had to be there to fully appreciate the knowledge that the speakers offered the audience. But our conference reporters have done a brilliant job of summarizing the presentations and pulling out the interesting nuggets.

We had another successful virtual conference session. Cindy Romaine and June Boyle shared their personal lessons and case stories to help us understand how to deliver value and help our clients stay focused on their core initiatives.

Snap Talks replaced the popular Tips Roundtables. Our member-experts gave short, snappy talks on a variety of practical topics. And we have a special report on this year's conference give-back initiative that benefited Rêve Academy, which partners with schools to teach marketable digital skills to teens.

Thanks to our team of conference reporters who volunteered their time and talents to bring you their impressions of the conference in this issue. And for all of the conference photos used throughout this issue, we must thank Mark Goldstein who was everywhere with his camera.

Enjoy the issue. And don’t miss the back page information. Mark your calendar and think about volunteering to be a part of the 2019 conference in Philadelphia.

Phyllis Smith
Editor, AIIP Connections
Halton Hills, Ontario, Canada
As I begin my 21st year as a member of AIIP, I can say with confidence that in all that time we have never enjoyed a more engaged membership or more capable leaders. Because the Association of Independent Information Professionals is an organization of the members, by the members, for the members, we are in an excellent position to deliver the products and services that our members need to succeed.

Guided by our mission and vision statements, the association seeks to provide an environment and the tools that enable our members to meet their own goals for business success.

Mission: To equip our members for ongoing business success. (September 4, 2017)

Vision: AIIP is the go-to source for collegial support, professional development, and mutually beneficial relationships that information professionals need to succeed as business owners. (September 4, 2017)

The 2017 Board of Directors, along with our staff at P&N Association Management, worked hard to draw guidance from the member survey and conference evaluations to establish priorities for the next few years. As a result, in 2018 and 2019 we will see resources focused on networking and professional development (both face-to-face and virtual). We will also celebrate our diversity through the five practice areas in which our members work.

As illustrated on our website home page, our members deliver services related to research, marketing & communications, information management & technology, training & consulting, and writing & editing. Into which area does your business fall? Over the next year, watch for initiatives intended just for you.

The 2018 conference, held in Minneapolis, MN, USA was entirely awesome, and I speak for us all when I offer thanks to Lynn Strand and her visionary conference planning team.

Building on this year’s conference success, 2019 conference planning is already well underway. Ulla de Stricker is assembling her team to deliver top-notch professional development and networking consistent with the standards of our industry and the expectations of our members. We will gather in Philadelphia, at the Wyndham Philadelphia Historic District hotel, from April 11–14, 2019.

I couldn’t be more pleased with the sound footing, energized membership base, and exemplary leadership throughout the organization. I look forward to actively engaging in facilitating new initiatives, advancing the association’s mission, and coming closer to realizing the vision for AIIP. With gratitude to all who serve, and particularly at this point to our incoming board of directors, I am pleased to take on the role of AIIP President for 2018–2019, and I thank you for your support.
On April 21, AIIP held its customary Awards Dinner during the annual conference in Minneapolis. Attendees celebrated the following award recipients.

**Roger Summit Conference Sponsorship**
The Roger Summit Conference Sponsorship is intended to facilitate awareness of the benefits of attending future conferences and to support an AIIP member who has not previously attended Conference. It provides $1,000 and the conference registration fee.

Roger Summit prompted and inspired this award with a generous contribution to AIIP. Roger, a leading pioneer of the online information industry and the founder of Dialog, has been a strong supporter of AIIP since its inception, and he continues to participate in AIIP activities.

This year’s Roger Summit Conference Sponsorship was awarded to Betty Nordeng, described by the nominators as having provided exceptional support through sharing: “Her posts often look at answering a question from a unique point of view, thanks to her educational and professional background, and always in a most positive tone. She is a networker par excellence in her community and brings plenty of energy and a fresh perspective, and she is the type of member we need to cultivate for the future health of the Association.” (Excerpt from the nomination.)

**Sue Rugge Memorial Award**
In memory of her unique spirit of sharing expertise, experience, and knowledge to advance the independent information profession, AIIP in 1999 established the Sue Rugge Memorial Award upon her untimely passing. The award gives $500 to a full member who has significantly helped another member or members through formal or informal mentoring.

The 2018 Sue Rugge Memorial Award was presented to Jan Knight: “I am honored to have been a mentee under her skillful mentorship. She was adept at listening to my goals and then offered guidance tailored to my interests. She brought me in as a subcontractor and taught me invaluable ways to hone my skills as an info pro. She continues to mentor me informally when I have questions. Her posts on the AIIP list are always informative, in countless and varied topics, to the entire membership.” (Excerpt from the nomination.)

**AIIP Connections Writer’s Award**
We are grateful to Information Today for sponsoring the $350 award given to the writer of the best article published in AIIP Connections each year. The award is designed to encourage original contributions to our newsletter and to recognize the value of those contributions. The award was given to Jan Knight for the article “Wearing Two Hats” in the December 2017 issue of AIIP Connections.

**Marilyn Levine President’s Award**
The Marilyn Levine AIIP President’s Award recognizes a person or institution delivering extraordinary support of the objectives of AIIP.

President Scott Attenborough selected Shelly Azar to receive the award: “It’s not unusual to find doggedly loyal, dedicated, and involved members in AIIP. So it’s a tremendous distinction to be singled out as having demonstrated extraordinary commitment and initiative. She led the project to discover Who We Are. She led the Mentoring Committee for three years and has been the leader responsible for the last two member surveys. She is always ready to step up to the plate to ensure our association continues to deliver valuable resources to our membership.” (Summary of Scott Attenborough’s remarks.)

The 2018-19 Awards Chair is Arthur Weiss. Please be in touch with him awards@aiip.org should you wish to nominate someone for the 2019 awards.
In the past several years, AIIP has designated a “give-back” organization and raised funds for a worthy cause in the city where its annual conference is held. AIIP 2018 conference attendees were excited to welcome three interns and Sarah Woessner, the Director of Student-Run Businesses, to our Thursday evening opening night reception.

Rêve Academy, our Give Back Partner for 2018, “creates marketable talent by combining immersive coursework with real-world experience.” The interns were thrilled to have a professional networking opportunity with AIIP. They circulated around the other exhibitors during the event and interacted with many of our members. Past-President Scott Attenborough had a great time talking to and exchanging ideas with the kids.

Rêve Academy posted on both Twitter and Facebook: “Sometimes, even our staff are blown away by the professionalism of our students. Yesterday we were invited to the #AIIP18 networking event, and even though interns had just finished work, they were excited to share their experiences and meet new professional contacts. It proved yet again that you can’t underestimate the power of youth. Thank you to #AIIP18 for being such gracious hosts!”

Once again, AIIP rocks! The AIIP Give Back partnership is one way for our conference to honor our host city and do great things for great organizations.
Roger Summit Lecture:  
Transitions in a World of High-Impact Innovation and Disruption  
Presented by Clare Hart, CEO, Sterling Talent Solutions  
Reported by Cindy Romaine, Romainiacs Intelligent Research

Our 2018 Roger Summit Lecture awardee was Clare Hart, a leader extraordinaire in the information industry. She has been CEO or President of Factiva, Infogroup, and Dow Jones, and is presently leading Sterling Talent Solutions. We were honored to have Clare share her wisdom and inspiration on innovation, disruption, and transitions.

In her talk, Hart covered a lot of ground. She reminded us that the pace of disruption enabled by technology has accelerated dramatically. Just a few short years ago, who would have thought of getting into a car with a stranger for a ride across town? Think about how Airbnb has disrupted the hotel industry. This kind of disruption is the new normal, and it seems to be accelerating. Some of the things that you never think could possibly be disrupted have been—and next up is healthcare.

Hart also mentioned Thomas Friedman, who stated in his new book Thank You for Being Late that we are living in the Age of Acceleration, and we must be ready. The pace of change is at a point today where it is happening faster than humans are capable of adjusting to it. Infrastructure industries—education, politics and government—need to move quickly to keep up with the changes.

Another book that Hart mentioned was The Seventh Sense, by Joshua Cooper Ramo. He asks his readers a challenging question: how do you leverage your networks to better yourself and the world? When nodes are connected, it can be revolutionary. AIIP is a network—a professional network. Hart recommended that AIIP promote the skills we have consistently demonstrated in research, marketing and communication, info management and technology, training and consulting, and writing and editing.

She challenged us to answer a basic question: what advantages do AIIP members have to transition to this new normal? First, she noted that a high percentage of our members have advanced degrees. Second, the research, communication, and information strategy roles we occupy are absolutely required for jobs in the future. One role that will grow in the future is data governance, as companies do not have a good grasp on their data assets across business functions.

What does this mean for AIIP? As Hart pointed out, AIIP members provided on-demand services “before it was cool.” She noted that the potential on-demand consumer market, according to BIA/Kelsey estimates, is about $758 billion in the 2017 U.S alone. “At Sterling, we worked with one of your members and derived great value from it.”

Hart shared how she thinks about her own transitions from one company to another. She believes that success requires that you:

- Believe in yourself 
- Sell yourself; Be confident 
- Stay current with technology, information, and data 
- Communicate succinctly 
- Network—Use your AIIP network and others 
- Adopt a can-do attitude—Smile!

Hart closed by saying there are great opportunities in the market for the credentials that AIIP members have, and she believes the future will be good to us.
Mary Meehan is a serial entrepreneur, currently CEO of Metametrix and Panoramix Global. Panoramix Global is an international research consultancy helping brands and organizations understand the complexities of future consumer behavior as a pathway to growth and innovation. Metametrix is a cloud-based SaaS, cultural analytic tool combining big data, proprietary technology and big-picture thinking to help businesses move forward faster.

Mary started her career at Dayton’s department store and ended her time there creating product development for private labels and seasonal characters. From this she gained an understanding for who we are and why we do what we do.

I love that she values her education at MCAT, the Minneapolis College of Art and Design. Mary has a highly developed right brain for creativity, which has stood her well in creating good business ideas. Her collaboration skills have helped her find the engineers she needed to develop the business products.

She is motivated by fear. You must keep moving, to keep taking the next step, and keep experimenting. You must be willing to do stupid, stupid things to learn, grow and find out what works (by finding out what doesn’t work). Mary likes to find unusual tidbits that can help an organization think differently, to lead to more discussion about where they want to go.

What’s happening with Facebook and other social media is destabilizing. It’s not so safe. We’re struggling with what’s right and what’s wrong; what’s fact and what’s truth. Trust is at the heart of this. Our need to connect as people is evergreen. We will naturally join circles of people with common interests, and social media helps us to do this. Mary believes social media destabilization will sort itself out after some more rocky times.

Transparency is a big issue for info pros. People want to be assured that our information is real, the truth. We need to verify our sources for the information and conclusions we provide. That validity will build trust with our clients.

Mary found all her collaborators through networking, and sometimes collaborates with people she’s never met, and found through technology. Teams don’t always work. There is trial and error, but collaboration is essential. The key is understanding what you don’t know how to do. There are so many smart people you can find who will contribute and share their skill sets.

I appreciated Mary’s anthropological and ethnographic approach to global research, which she started in the mid-1990s. She would hire a cultural fluent to help her understand the history and culture of the community: the city, the people, including museum visits and shopping. This reminded me of Motorola co-founder Bob Galvin’s practice to study a country’s anthropology as part of the country analysis, before Motorola would market its products in that country.
Dealing with Disruptions: Having a Business and a Life
Presented by Betty Nordeng, Willowriv Consulting
Reported by Judith Binder, RBSC Corporation

Betty Nordeng’s snap talk provided tips on how to stay focused while managing disruptions to schedule, mindset, finances and physical/mental/emotional well-being.

Key takeaways:
• How you view and react to the disruption has a larger impact on the direction of your life and business than the disruption itself.
• Understand how your personality and background shape your responses in different environments. Know your work style and how you create value.
• Plan time around known disruptions.
• For unexpected events, create a mindset, community and support system to help cope with the unanticipated.
• Self-care is key: set boundaries; be kind, not nice; say “yes” to the right things; give yourself grace.

From CI to CSI: Using Social Media Apps to Gather Intel and Enhance Your Research
Presented by Edward J. Ajaeb, Nighthawk Strategies
Reported by Marcia Mendes, CAP, OM

Edward Ajaeb is the owner of Nighthawk Strategies, specializing in private investigations, social media intelligence, and due diligence research.

Eddie discussed how using some popular social media apps and techniques can support those doing competitive intelligence work, general research, or geographic searching. He demonstrated how a user’s numerical ID can be used to dig deeper on Facebook to help find information that may be attached to the user’s initially inaccessible or blank profile. One attendee asked, “Can you tell us how to protect ourselves from you?” Remaining hidden from Eddie’s investigative eyes requires restraint as to what you’re liking and replying to. Though we know people will continue to share and overshare on social media, it was shocking to view a slide showing an image of a user’s public post of her debit card. Brilliant, right?

Visualizing Data for Better Insights
Presented by Shelly Azar, Insight Researchers LLC
Reported by Denise Carter, DCision Consult

Shelly Azar, principal of Insight Researchers, spoke about learning how Excel can be used to create interactive dashboards, and how the dashboards can provide data-driven insights. Shelly is a market intelligence professional with 20+ years of experience in competitive intelligence, business research, and market analysis. Shelly began her presentation with a definition of a dashboard: “Information manage-
ment tool that visually tracks, analyses and displays metrics, data points, and trends to monitor the health of an organization or unit”. She explained how she had learnt about creating interactive dashboards, and particularly using pivot tables to build dashboards, by following different online training courses. She found courses on Lynda.com on creating pivot tables particularly useful. Shelly had used her new-found skills to analyse trends on AIIP membership data when preparing the AIIP strategy document. She highlighted some key findings from the membership data. One example was monthly membership trends, which showed some peaks at particular times which corresponded with AIIP promoting at the SLA Conference, but also showed a year later that there had been a drop-off. What did that data tell Shelly, and what could be done differently? One reason for the drop-off might be that new associates who joined at SLA were thinking about setting up a business rather than already business owners and later did not go in that direction. It also suggested that extra efforts by the First-Year Members Committee might help increase retention of new members.

Google Analytics – Helpful Tips

Presented by Becky Leung, Blue Note Research Group

Becky Leung of Blue Note Research Group in Coconut Creek, Florida, combined an AIIP request with a professional need when she volunteered to create quarterly reports on AllIP’s website traffic using Google Analytics. Since she was reworking her own website, Becky was able to maximize her learnings and apply them to her own business.

Google Analytics is a free resource available to anyone with a Gmail account. It offers a starter bundle that lets users quickly assess website traffic and other data in a user-friendly and graphic-dense report. It also has a feature that lets users conduct a test run using Google’s demo account before applying it to their own websites.

Becky’s experience is an excellent example of transferring skills learned through a professional volunteer opportunity into something that adds value to your business.

Snap Talks continue on page 10
Snap Talks

Do You Really Need More Education?

Presented by Caitlin Faas, Assistant Professor of Psychology, Mount St. Mary’s University

Reported by Beth Plutchak, Beth Plutchak Consulting LLC

I went into this snap talk expecting the answer to be yes. The blurb for the session read in part “As information professionals, we share a love of learning.” Instead, I learned some things in this session that surprised me and validated my existing credentials as an info pro.

Caitlin Faas, PhD, is an assistant professor of developmental psychology and a coach who helps busy professionals integrate academic studies into their daily lives.

She started her talk by encouraging us to be “confident in where you are.” The intrinsic value and experience that we bring as info pros was a common thread throughout the conference. Dr. Faas shared a worksheet with questions we should ask ourselves before pursuing that additional accreditation or degree and reminded us that we should start with our desired outcome in mind.

Being solopreneurs can lead to a fear that we cannot compete unless we have all the initials behind our names. Dr. Faas admonished us never to make a decision about education out of fear. “Fear is a quick burning fuel. It will not sustain you.”

Here are the items from her worksheet which she asked us to answer:

• I have earned these degrees or credentials already:
• I have thought about pursuing these degrees or credentials:
• Earning (degree or credential) would be a good idea because:
• Earning (degree or credential) would be a bad idea, or cost me, because:
• Look at all your reasons listed. Are any of them fear based? Why?
• What’s the most important reason to pursue this educational opportunity?
• Search LinkedIn to find people with that degree or credential
• When did they earn it?
• What other degrees or credentials do they have?

Do some informational interviewing with the people you have identified, or people in your network to get their perspective on the degree or credential you are considering.

The main takeaways from Dr. Faas’s snap talk were: Don’t undervalue your experience and don’t pursue additional education out of fear.

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Coping with the New Normal and Getting Back to Normal:
Helping our Clients Deal with Disruptive Change

Presented by June Boyle, Principal, CeRCo Research, and Cindy Romaine, Principal, Romainiacs Intelligent Research

Reported by Kirsten Smith, digitalsmith.ca

Greek philosopher Heraclitus supposedly wrote “the only thing constant is change,” which just goes to show you that coping with disruption is not a 21st century phenomenon. Nevertheless, as June Boyle and Cindy Romaine deftly pointed out in their April 20 conference session, info pros are well positioned to remind their clients that disruptions are just part of being in business and to see the opportunity that industry disruptions can bring.

To show that AIIP as an organization practices what it preaches, this session was live-streamed for members unable to attend the conference in person, allowing 12 additional people to follow along using the Zoom platform.

June and Cindy cite several reports ranking the main concerns of those in the C-Suites and how much they change from year to year. For example, a Conference Board report ranked global recession as a top issue in 2017 but by 2018 that problem dropped way down the list to be replaced with “attracting and retaining talent.” Over at PwC (Price-waterhouseCoopers), their survey of American business executives found a marked increase in fears over losing the technological edge, but these same executives were bullish on market growth and acquisitions.

So, if our role is to remind clients that disruption is inevitable, we need to be aware of our clients’ pain points. To that end, June and Cindy had the in-person attendees break into groups to create lists of disruptive concerns for our clients and tools to help our clients, and to identify how we have adjusted our businesses to be nimble in the new normal.

Go Beyond Google to Mine Big Data and Social Media

“Search engines have seemingly turned everyone into information retrieval experts. Berkman shows us that while we may think we all have search superpowers, the tools themselves may be mere mortals’ kryptonite. A must-read for anyone interested in how to find their way through an increasingly unknowable digital future.”

—Stefan Weitz, author, Search: How the Data Explosion Makes Us Smarter

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What I Need to Know about Copyright to Protect my Business:
Developing Best Practices and an Action Plan

Presented by Barbara Ingrassia, Manage Copyright
Reported by Kathaleen Porter, Adept Information Solutions

Barbara Ingrassia, the brains behind Manage Copyright, led us through the ins and outs of managing copyrighted material in our day to day business. According to Barbara, copyright protects works of authorship, including writing, music, and works of art that are fixed in a tangible medium. In order for something to be copyrighted it needs to have fixation, originality, and at least a minimal amount of creativity. Because of the requirement of fixation, images, music, written words are able to be protected with copyright while titles, ideas, facts and data are not fixed and therefore can’t be copyrighted. Ownership of a copyright occurs automatically and doesn’t need to get a © or to get the rights registered.

Another area to be careful in copyrights is the terms of use. It can be tempting to use certain images or texts on your blog but if you aren’t paying attention to the terms of use, you can easily get into trouble. Social media is one area where it is easy to stray away from proper use of copyrighted material. In fact, Ingrassia suggests assuming any work you find on the internet is copyrighted and plan accordingly. If you see the copyright sign (©), you will need permission and perhaps a license for use. Other material may be provided that is free for all uses or used with conditions set by the owner of the material. In fact, one safe way to use copyrighted material is to link to the original material. Since it doesn’t make a copy, it is safer.

Another area Barbara covered in detail was what is in the public domain, as that material is available for use without restrictions. Anything published before 1923, is considered in the public domain. Material from an officer or employee of the Federal Government is also part of the public domain. Creative Commons is another source for safe material as the owners put their material out for use with free licensing. The proper format for attributing material to a Creative Commons owner was demonstrated.

In the end, Barbara cleared up the murky area of copyrights in order to save time, headaches and possible legal cases. As she likes to say, “Manage copyright. Don’t let it manage you.”
Jason Voiovich didn’t care that he made attendees at the 2018 AIIP conference in Minneapolis uncomfortable. On the contrary, he wanted to do so.

In his talk “Information Management Lessons from China: Land of the ‘Great Firewall,’” Jason talked about censorship, foreign governments, privacy, information control, and manipulation of the truth.

He contrasted China with the United States. While China does have some government censorship, it isn’t as much as Americans think. Moreover, that censorship only happens in certain circumstances, like when a group protests a government official. The Chinese government employs folks to make pro-government social network posts: the so-called “50 Cent Army.”

In the United States, Jason said, Americans do much of the same censorship for free, and without the bidding of the government.

Much like in China, unwanted information gets flooded with garbage information to drown it out. For example, an alt-right Reddit group downvoted the Amy Schumer Netflix special, “The Leather Special,” without paying anyone.

These techniques are effective, said Jason, because they tap into needs all folks have—the needs of instant gratification, of novelty, and of taking the path of least resistance.

“As human beings, we like to believe we’re rational,” said Jason. However, he said, “We’re really emotional monkeys.” However, information professionals dig deeper. Jason urged them to be buffers between information and the public. “We need people like you to help figure this out,” said Jason. “What is the difference between a fact and the opinion surrounding the fact?”

The moral questions around censorship and disinformation are sticky too. “When are these tactics OK?” Jason asked. The answers might not always be pleasant. “There are very few dissidents in China, and Chinese are much happier than Americans,” said Jason. “Does that make censorship OK?”

Learn more about Jason’s upcoming book project, Rehumanizing Marketing, on his website.

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Information Management Lessons from China: Land of the “Great Firewall” 
Presented by Jason Voiovich
Reported by Charles Saeger, Student member
Info-entrepreneurs are adaptable and focused on results. Jennifer Radke—herself an entrepreneur, trainer, and volunteer for good causes—focused on using social media to build our business brands. It’s our most cost-effective advertising tool, and it's necessary, even when our client time is booked months out. Over 81% of the U.S. population (read: clients) have at least one social media profile.

Radke said, “Share good stuff. The world needs more of it.” When clients share information from and about you, it’s brand loyalty in action. It shows they trust you. Nothing says more.

Radke challenged those who need to promote their businesses online to pick one platform to use and identify one way you’re going to use it. Our business case for social media may aim at brand awareness, lead generation, community building, client service, or other uses, including research.

Our resources matter. You—or who?—will devote time, talent, and ongoing interest. By doing a technology audit, you can choose what content you will be able to generate regularly and reliably. Outsourcing may be an option to consider.

Be where your “client of choice” hangs out. Understand that platform and the content your clients engage with. Check out PewInternet.org for demographics on social media platform users. For example, LinkedIn members tend to be higher earners.

Tidbits from the Q&A:

Hootsuite works well for social listening, but for posting, functionality is often better in the native platform. This can depend on your goals and content.

Posting in public spaces like Medium or Patreon is fine, but it takes more than a post to develop client trust.

Blog your content and share links to it. Search Google for popular hashtags that boost discovery.

Be a guest contributor, or invite “big names” to guest-blog for you.

Target your industry to grow followers: quality over quantity.

Metrics vary on different platforms. There’s no quick answer to what metrics matter most.

Follow Jennifer on Twitter.
Jennifer Burke, the “marketing whisperer,” zipped through a fast-paced AIIP 2018 session on must-have work tools. Whether you geek out over fonts and color wheels, back away from creating animated videos or fall somewhere in between the marketing tech tools scale, Jennifer surely pulled up something to fulfill a need you may not have known you had!

Before launching into her tool-a-palooza, Jennifer took a few minutes to give us some wisdom to go along with her knowledge. Most importantly, assess your work habits and formulate a ritual by defining the “urgent” things in your business and separating them from the merely “important” things. First up in the workday should be the activities that generate money. Schedule those activities and set reminders. She suggested using visual cues such as color-coded calendars, staying focused by setting regular times to check email/social media, and segmenting the day with appointment slots to prioritize and safeguard your valuable time. Identify what you can delegate or outsource and free your time with a virtual assistant.

Jennifer grouped her tools into general categories:

Productivity tools help to identify where you’re wasting time. Dashboards that track time lead to better billing and increased revenue. Example: toggl.

Planning and Project tools can visually track ideas, content, people, and help set goals. Example: Trello.

Communication tools can assist with better writing, video sharing, and developing training tutorials. Example: Loom

Design tools for the non-designer offer graphics, charts, and infographics. Example: Canva

Image editing for photos and video clips good enough for Facebook’s preferences. Example: Biteable.

Social Media Management and Monitoring tools can suggest and plan new posts, identify hot topics, and list correct hashtags. Example: buffer

Social Media Monitoring and Metrics can track links and social mentions. Example: RiteTag.

Research tools conduct polls and surveys. Example: Typeform.

Jennifer Burke is the owner of Intellicraft Research, LLC, a strategic marketing and consulting company. She shared a list of her work hack tools.
Make Yourself Irreplaceable:

The Secret of “Reality-Check Conversations”

Presented by Mary Ellen Bates, Bates Information Services
Reported by Marcia Mendes, Certified Administrative Professional, OM

Mary Ellen Bates has worked as an information professional since 1991. She provides analysis to decision-makers and strategic coaching to novice and seasoned information professionals. She is the author of seven books.

While reality-checking isn’t a new concept, Mary Ellen revealed a refreshing and powerful way for entrepreneurs to use it. Rather than marketing services the way you’ve always done, there’s a process to help you discover what is unique about you or what you have to offer, so you can focus on what is important to those you will be servicing while capitalizing on what has been revealed as your unique attribute(s). Is there a better way to pave the way for business longevity?

Find more help from Mary Ellen on how you and your business can be irreplaceable in her resources.

Need Primary Research?

Sometimes secondary research alone isn’t enough to answer your clients’ questions. If you need primary research, work with a fellow AIIP member!

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