

A *Business Crowdfunder's* Guide To:

# Developing A Social Media Strategy

How to build a quality following of potential investors, backers, customers, and supporters in order to reach your funding goal





# Table Of Contents

---

Introduction - 3

Social Media's Value To Crowdfunding - 4

The Importance Of Early Momentum - 5

Who Uses Social Media? - 6

Choosing Platforms That Fit Your Business - 7

Google+

Youtube

Facebook

LinkedIn

Twitter

Getting Started – 19

Brainstorming

Relevance and Targeting

Profile Creation

Begin Making Connections: Following Pages and Profiles

Begin Creating and Posting Content

The Next Steps – 24

Monitoring, Listening, and Engaging

Reporting and Analysis

Conclusions – 28

It Takes Time To Do It Right

Maintenance

Summary

# Introduction

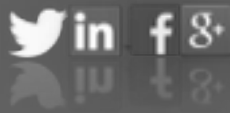
---

In September of 2013, Title II of the American JOBS act was passed allowing businesses to publicly solicit funding. Simply put, new and growing businesses can now use public means of communication to ask others for capital investments. Online marketplaces can offer private investment opportunities to investors who would have never been exposed to such offerings. Investors can now become savvy to new offerings through social networking sites like Facebook, Twitter, LinkedIn and Google+.

One quarter of the world's population is represented on Social networks; so when it comes to crowdfunding, that translates to a lot of potential supporters. Google+, Facebook, Twitter, Pinterest, LinkedIn, YouTube, Instagram, and other Social Media platforms can, and should be leveraged to increase the probability of reaching your funding goal. After all, crowdfunding would not be where it is today without Social Media. It's not a question of *if* you should spend time on Social Media outreach, but *how* to make effective use of your time when networking within the social sphere.

In this eBook, I will guide you through the steps to mapping out your Social Media strategy in order to build a quality following of potential investors, customers, and supporters. The Social Media strategy should be developed in combination with your entire marketing/promotion plan. At the end of your campaign, you will have built a mechanism for customer acquisition, customer retention and customer service through your Social Media profiles. You can also look at it like this: you are building a network of 'salespeople' that will help you communicate your message online. Continue to maintain positive engagement after your campaign has ended in order to boost brand awareness and ultimately to boost revenue. Reaching your funding goal is really just the beginning.





# Social Media's Value To Crowdfunding

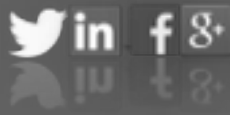
---

Social networking is like the Swiss Army Knife of digital marketing; a PR team, advertising team, press team, and editorial team all in one place and it costs you nothing. If you wish to advertise on Social Media platforms like LinkedIn and Facebook, campaigns can be run at a fraction of the price of purchasing more traditional digital advertising slots. Now, the expense of hiring PR firms and content creators can be deferred until funding has been received.

Social networking puts power into the business owner's hands by providing unprecedented accessibility to investors.



Image: FreeDigitalPhotos.net



# The Importance of Early Momentum

---

**Myth:**

*If you build it, they will come.*

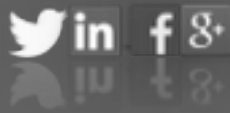
Creating a crowdfunding campaign does not attract investors on its own. There needs to be an initial audience to encourage additional supporters to jump on board; to find that support a creative use of social networking and online communication is absolutely necessary. In fact, it's required. We recommend to delay your campaign until some kind of network has been established.

Have you ever seen a street performer with his cup completely empty? No, because he knows that no one wants to be the first to contribute. Because of this trait of human nature, early momentum is the most influential factor of a successful crowdfunding campaign other than the concept itself. In fact, research shows that if a campaign starts with 30% of the funding goal already reached, the likelihood of becoming fully funded increases by almost 100%. This factor demonstrates the enormous impact early supporters have on the outcome of your campaign. Therefore, it is necessary to engage your network when your campaign goes live. Luckily, Social Media outreach is the most cost-effective and efficient way to reach supporters and investors.

---

**30%**  
**rule**

---



# Who Uses Social Media?

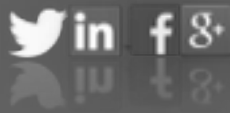


*Myth: High net-worth business people and investors do not use Social Media*

Some of you may be asking yourself, "With whom should I connect?" or "I don't think the investors we are looking for are using Social Media, is this worth my time?" Though it may appear that Social Media platforms are mainly used by kids sharing their personal updates, the platforms are actually being used by people of all ages, and they share much more than just personal stories. To give you an idea, the ages from 55-64 saw the most rapid growth on Twitter in 2013 and since 2012 this user segment has grown 80%. On Google+ and Facebook the age range of 45-54 is the fastest growing demographic. In America, 73% of all adults use Social Media to connect with brands and people.

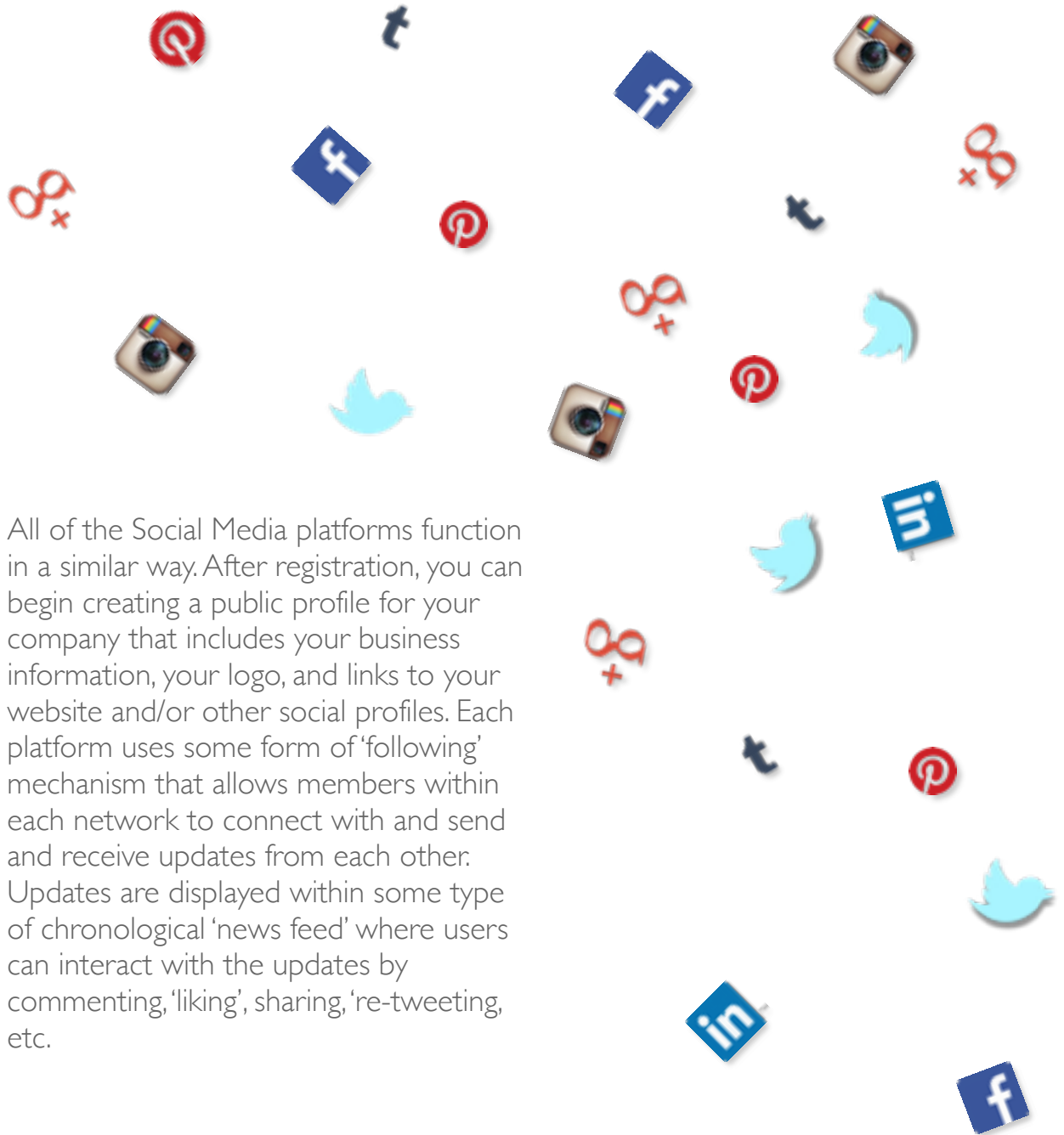


**In America, 73% of all adults use Social Media.**

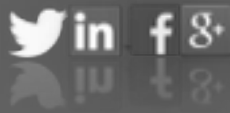


# Choosing Platforms That Fit Your Business

---



All of the Social Media platforms function in a similar way. After registration, you can begin creating a public profile for your company that includes your business information, your logo, and links to your website and/or other social profiles. Each platform uses some form of 'following' mechanism that allows members within each network to connect with and send and receive updates from each other. Updates are displayed within some type of chronological 'news feed' where users can interact with the updates by commenting, 'liking', sharing, 're-tweeting', etc.



# Choosing Platforms That Fit Your Business

---

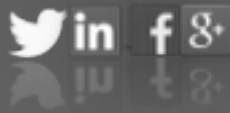
Each Social Media Platform has its strengths and weaknesses depending on the goals of your business. If you plan to start a new online recruitment business that will assist large HR teams, LinkedIn will be a valuable platform for promotion because of its professional nature. If you plan to sell clothing that is made from the first-ever material that repels pet hair, then Pinterest might be fitting for your business because of its image-based network that is mainly visited by people who are interested in art, food, and fashion. Each platform serves different purposes and after you become familiar with the users within them, you can tailor your social activities to best suit each one.

Here is an example:

You might find that you are receiving more traffic to your website from your Google+ followers than your Facebook fans, but your Facebook fans interact with your brand messages more often than your Google+ followers. In this case, it might be smart to limit the content you post to your Google+ followers to information only about (or including direct links to) your website. Use that opportunity to convert those users while on your site. This could mean sending them to a blog post, which they might feel inclined to share or asking them to sign up for your newsletter. Because your Facebook fans are engaged, continue to post varying content and your fans will grow awareness about your brand just by the nature of social engagement and sharing.

Content can be delivered across platforms in many different ways, which is one of the many reasons why the entire Social Media strategy can be overwhelming. Try to get into the habit as early as possible of keeping track of your efforts by using an excel sheet or reporting tool.





# Google+

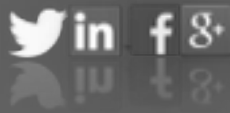
---

To help you decide where to begin, let's take a look at five of the most popular platforms and some of the benefits of each one:

**Google+** (and YouTube) are both owned by Google. Any information you publish to Google's platforms will be highly visible to Google searches. Google+ is the second most popular social network and its user base is growing quickly with marketers. Google+ carries over link equity (links from your Google+ account that lead back to your website actually help your search ranking) and has the potential to increase the visibility of all of your content across the web. Essentially, the chances of someone finding you through an organic search increase as you post content to your Google+ business page.

If you already own a Gmail account, you have automatically been assigned a Google+ profile from which you can create a Google+ Business Page. If you don't use Gmail, you can create an account by [clicking here](#). To create a new business page, [click here](#).





# Google+

---

Google+ offers a large cover image area, which allows brands to differentiate themselves from each other (not unlike Facebook's cover image). Rich media posts are supported including moving .gif images that have been proven to create the most engagement within the platform. The benefit of being able to publish rich, colorful, and/or moving content helps increase the level of engagement amongst viewers. When it comes to Social Media success, engagement is the most important factor.

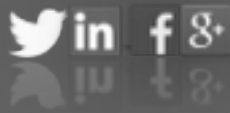
To improve communication, Google+ employs a grouping mechanism called circles. Circles make it easy to reach certain segments of your followers. You could create a circle called 'Potential Investors' and another called 'Supporters'. Later, you could send separate updates to each circle depending on the content of your update.



---

***SEO TIP:** The number of Google +1's (how many people have clicked +1) a website has earned is now the second most important factor in Google search rankings*

---



# YouTube

---

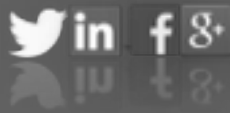
**YouTube** is the second most popular search engine after Google. It can be used to upload your pitch video plus any other informational videos you have that relate to your business.

To make your videos stand out, create a YouTube channel for your business that is separate from your personal account. When you [sign up](#) for YouTube, your channel will automatically be related to your personal Google account, but you can create a second channel that can be a dedicated, branded channel for your company that other YouTube users can subscribe to. You can upload a cover graphic and add Social Media links and a link to your website. Add relevant descriptive words (keywords) to your business description wherever possible, in order to increase the chances of getting found through organic search. Further instructions on creating your YouTube channel can be found [here](#).



reaches more U.S. adults aged 18–34 than any cable network

YouTube may not be a social network that you need to spend much time on, but it's important to represent yourself there with video material that can help promote your business in a positive way. You can publish your videos to your other social profiles or embed them directly in your website to call attention to a new upload or to remind your audience of a recent video.



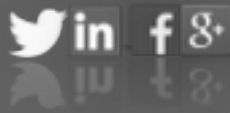
# Facebook

---

Image: mkhmarketing.wordpress.com



**Facebook** boasts more than 1 billion users. That alone is enough incentive to establish a presence there. In addition to the sheer amount of users, there is a list of other features that make Facebook an excellent outlet for crowdfunding promotion. The most important feature is Facebook's Business Page. Unlike your personal profile, the Business Pages offer a robust set of tools that a brand can utilize to connect with people in much different ways than users can interact each other's profiles. Business Pages are the branded pages (they used to be called Fan Pages) that can be 'liked'. If you do not already have a Facebook Business Page, you can create one by clicking [here](#).



# Facebook

One of Facebook's most powerful tools is its advertising exchange. Facebook Ads give page-owners the ability to reach users outside of their current network and Facebook offers some of the most specific targeting options of any ad exchange online to reach them. The targeting parameters include any information that the users themselves have given to Facebook. This includes gender, age, location, and interests like those in the example ad to the right.

Image: Facebook ad setup showing potential reach

## Potential Audience for this ad: 2,200,000 people

- Location: United States
- Age: 25 and older
- Interests: Crowdsourcing, Kickstarter, Crowdfunder, Indiegogo,
- Not connected to: hyperfund
- on News Feed on desktop computers and mobile devices

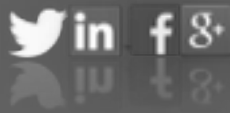


Image: Facebook ad example

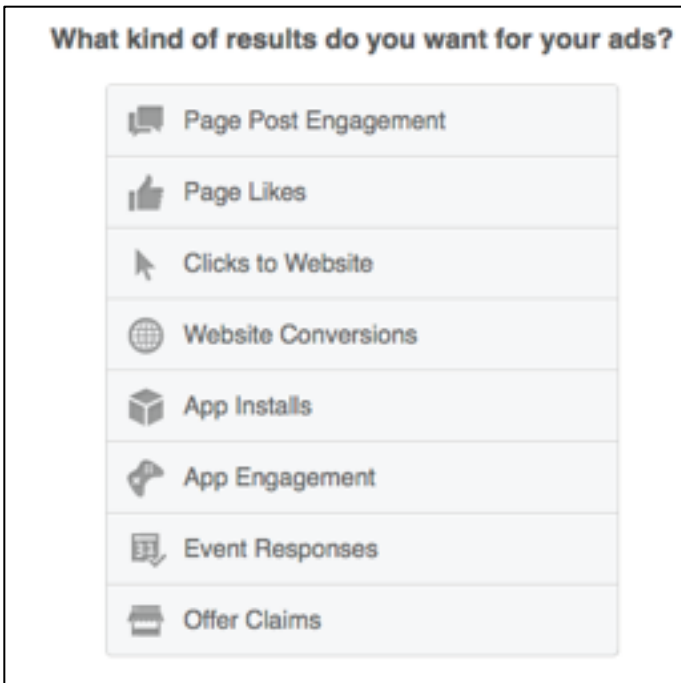
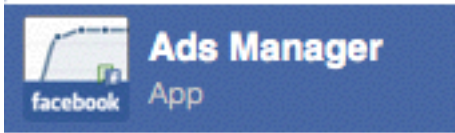
Every time you 'like' a Facebook Business Page, or a musician, or place, or any other Page within Facebook, you can be targeted later by ads that contain similar content to those pages that you 'liked'. For example, if you 'liked' the McDonalds brand page; don't be surprised when you see fast food advertisements show up in your news feed.



*Tip: Add links your social media profile in your email signature to maximize reach*



# Facebook



When setting up your ad (each new ad will be grouped in an ad set), you have control over the results and goals you would like to achieve. (Shown left)

In most cases, the first two options will be most beneficial to building an audience; Page Post Engagement to help spread specific content and Page Likes to simply build your following. After you have specified your goal, you can add images and targeting parameters to your ad. The most influential factor that affects the click through rate is the image connected to the ad. Thanks to some recent changes to the Facebook Ad Exchange, you are allowed to upload six different images and Facebook will test all six images for you.

After your ads start being served, Facebook will automatically display the ads that contain the best performing image. This is an excellent feature when testing your ads against each other. Use Facebook's reporting tools located within the Ad Exchange to determine which ads are working well for you. Click through rate, CPM, (cost per 1000 impressions) and cost per 'like' are valuable metrics to observe. And similar to everything else in digital marketing; test, test, test. You will never be able to improve upon results that you don't know.

Facebook advertising is very powerful and can bring positive results quickly, but remember to use discretion when advertising to build your audience. Maintain a balance of organic followers and paid followers to decrease the chances building a low engaging audience. One hundred engaged and interested followers will always be worth more than one thousand followers that never interact with your content.

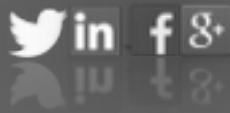
# LinkedIn

---



[LinkedIn Personal and Company Pages](#) are not only useful for marketing; they can be a valuable source to find future employees or business partners. LinkedIn attracts and supports a highly professional crowd due in part to its privacy settings, which only allow a user to send a connection requests to another user if they have had previous contact or have been introduced through the LinkedIn system. This creates a barrier that helps to reduce spam and useless connections.

Optimize your personal profile with accurate and up-to-date information. It does not need to be wordy or overly detailed; it should contain the most important keywords that pertain to your current position. This will help you get found by other users who search using keywords that are contained in your profile. You might find an investor, journalist, or future employee just by keeping your profile up to date. After your personal profile is complete, create a LinkedIn Company Page for your business.



# LinkedIn



The Company Pages work similarly to Facebook Pages in that the profile contains a cover, business description, and news feed that displays the most recent posts. The functionality is similar to other networks, allowing each user the ability to follow business pages and receive updates from them. This is the place to post new developments about your business, re-post blog content from your website, display press releases, or promote new product offerings. You can also let the LinkedIn network know you are looking for new employees.



[LinkedIn groups](#) are another effective method of finding valuable connections. Do a quick search in the group directory to locate groups that are relevant to your business and then join each group as you find them (some are free to join, others you may have to send a request to join). Once you become a member, you will have access to all of the discussions within each group. Sign in to your account often and pay close attention to all of the discussions and the members starting those discussions. Listen to the other users and join the conversation when the time is right. The more you engage, the more others will engage with you

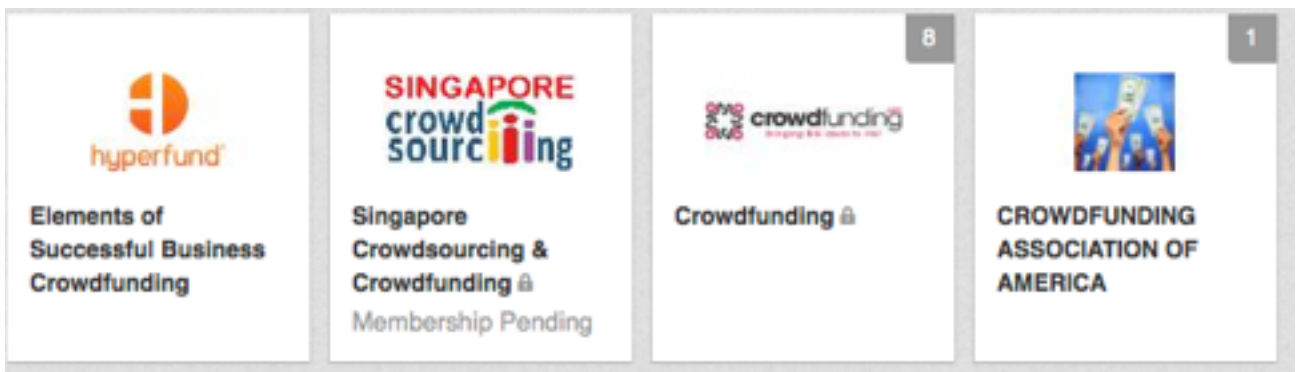


Image: LinkedIn Groups

# LinkedIn

---

*Tip: Are you looking for feedback from fellow colleagues from within your industry? Join a relevant group and start a new discussion to receive insight from the other group members.*



*Tip: - Grow your team using LinkedIn groups: Many groups allow its users to post job openings directly to the other members.*

LinkedIn, like any other social network should be used with caution when promoting a new product or service. Be tactful in your approach and make sure you maintain a give-and-take relationship with the other members. Offer your advice and insight to others before you ask for theirs.



# Twitter

---

**Twitter** is different than the other platforms because it supports multiple posts per day without running the risk of overwhelming its users. It's a fast moving news ticker; the more relevant content you post, the higher the chances of your followers seeing those posts will be. Some of the most effective Twitter accounts see ten tweets a day or more. Clearly, it is not possible to post ten times a day only about your business (it will bore your followers), so take some time to develop a content plan; decide on what other type of content you could share to your Twitter followers to increase engagement and ultimately awareness about your brand. Add call to actions to your Tweets to increase engagement. For example: link back to a blog post on your website and from within that post ask your users to do something like sign up for your newsletter or to share the blog post to their Twitter feed. Be creative when sending your Tweets to keep people interested.

There are tools to automatically 'tweet' at certain times in the day so you don't have to. This can be very helpful in keeping your Twitter wall active at times you could be doing something else. [Click here](#) for a list we have compiled of posting tools and content resources to help you with content creation and delivery.

The more engagement, likes, re-tweets, shares, etc. you receive, the more exposure you will enjoy. Asking questions are a great way to make sure people interact with your content. You can also simply ask people to re-tweet an important update or to share an image or a new video etc. It's OK to encourage your followers to act.

Just like the other three platforms we have discussed, Twitter is a cost-free extension of your website that can help increase visibility and brand awareness across the web.

*Tip: BufferApp is our favorite app to post content to Twitter 24/7*

# Getting Started

## Brainstorming

---

**The first step** to getting started is to decide whom to target with your Social Media strategy. It helps to keep a list of people you would like to reach out to and on which platforms you might be able to locate them. Who are the people that would be positively affected by using your product or service? Think about people who might benefit directly or are connected to people that would benefit from your product or service. Also think about people who might not necessarily be a customer, but would be a positive influencer (supporter) who will help spread the word about your campaign.



# Getting Started

Relevance and Targeting

---

*Myth: **Joining groups online and immediately posting your campaign is a great way to find supporters***



Think again about the goal of the Social Media initiative: 'Attract and connect with potential investors, customers and supporters to build a network of followers to increase the probability of reaching your funding goal.' In order to attract those people, your message must be appropriately targeted and relevant.

To help illustrate this point, let's use an example of a poorly targeted banner ad campaign. Let's pretend an advertisement for a children's film is being displayed in the middle of an article about crowdfunding on Entrepreneur.com. With that kind of placement, it's safe to say that the chances of those readers being interested in seeing the children's film are slim to none. The advertisement becomes more of a distraction than a call to action because of its irrelevance to the reader. When you promote your company and your crowdfunding campaign online, the destinations you choose to post your content should accommodate an audience that will be interested in your concept instead of distracted by it. If you promote your business concept to the wrong people, you might build an audience, but it will not contain high quality followers.



# Getting Started

## Profile Creation

*SEO Tip: - Think about answering the questions directly within your Social Media profiles that people might ask a search engine when looking for something within your industry.*

**Shane duNann**

@Shane\_thinks

Entrepreneurship, Social Media, Digital Media, Marketing, Crowdfunding, Technology, and Music. Let's connect and make something happen!

[about.me/shanedunann](http://about.me/shanedunann)

My Twitter description

Your Social Media profiles are essentially free extensions of your website. For this reason, consistency and up-to-date information is key to an effective social strategy. If users read something in your Twitter bio that is not in your bio on your website, one might wonder if they are looking at two different companies.

The quality of your profile is important for a number of reasons. One is that some people will discover one of your Social Media profiles before they find your website. If you have a half-complete profile on Google+ that does not include a link to your website, you might as well count on never seeing that user again. Another reason your profile is so important is that profile creation also helps with improving SEO. In short, SEO (Search Engine Optimization) helps users find you when using search engines. Google, for example is starting to weigh the information of Social Media profiles more heavily than before. For this reason, it is beneficial to place keywords in your profile information. Make sure you spell out exactly what your company does in your profile. Your search ranking will increase with each piece of relevant information you have in your profile. Strive to keep it short and easy to read, but with as much information as possible.



# Getting Started

Begin Making Connections: Following Relevant Page and Profiles

---

Each Social Media platform includes some variation of a 'news feed' as well as some method to follow or stay connected with another user. For the sake of this article, we will use the term 'connection' for anyone you have liked or followed etc. The reason for making these connections at the beginning is to build up your 'news feed'. Let's use Facebook for an example. [Use Facebook as your page](#) and go 'like' another brand page that might have a positive relationship with your company. Then, go 'like' a brand page from a competitor. Now, when you click the 'home' button, you will see news from a friendly brand and a competitive brand. The friendly brand page opens up the possibility to start conversations with its users. If you see an excellent post on that page and 'like' or comment on the post, others will see who the comment came from and they just might be curious enough to click. Why did you 'like' the brand page of your competitor? Because now you will receive updates to your Facebook news feed about your competitor directly.. Pretty handy isn't it? If your competitor has a new price special or innovative product adjustment, you will be the first to know.

*Tip: Facebook has a new feature that allows you to monitor pages of your competitors to keep track of their growth. It's helpful to compare how other pages within the same industry are faring in the social sphere. [Click here to learn how.](#)*



# Getting Started

Begin Creating and Posting Content

---

**It's Friday! Here's our next question for you: What are the biggest challenges you face when developing your Social Media Strategy? <http://buff.ly/1k1taa2>**



Some say, “content is king”, and when it comes to Social Media, the saying is more true than ever. Due to the speed and abundance of information online, it is becoming more difficult for content to be noticed. Your posts should be relevant and timely to attract quality connections. If you are posting content not focused to your niche, you will attract followers that might not be interested enough in your service or product to be an (a) investor/backer or even a customer. The other outcome is that you won't attract followers at all. With that in mind, every once in a while, it can be effective to post something funny, beautiful, or unbelievable to engage your audience in a different way. Give them something worth sharing with their friends and family to create more buzz around your profile. Use the insights and analytics tools to watch what works to strike a balance between serious and fun posts. And remember, you don't have to create it all; you can link to timely articles or post pictures or infographics or videos created by others. Just be sure to credit their work by tagging them or mentioning them in your post. If you support others, the support will come back to you.

Content creation takes time and practice. It's helpful to always be thinking about preemptively answering the questions your investors or customers might ask you about your business directly in your posts.

# The Next Steps

Monitoring, Listening, and Engaging

*After you have created and posted some content, it's time for the next steps. First, learn to listen and engage:*



One of the most valuable aspects of Social Media is the ability to communicate and engage directly with your audience. Keep an eye on all your profiles and observe what people are saying. If someone mentions a concern, you can respond to ease her worries. If you read a complaint directed at your business, you can take a moment to respond in a way that not only impresses the person who complained, but all the other people who read the complaint as well. If someone praises your business, your social profiles provide a place for you to thank them for it. If someone shares your content, you can reward him for it publicly. There is nothing greater than nurturing your relationships with your audience with a personal touch. It's simply customer service.

The voice you take within your Social Media profiles helps to personify your brand, which in turn will increase brand loyalty and engagement.

*Tip: - Use a service like “Hootsuite, Social Sprout, Google Alerts, or Mention to monitor when someone talks about your business on the web so you don't miss a single interaction.*



# The Next Step

Reporting and Analysis

*Now, it's time to start using the social data to learn what is working, what isn't, and where you should focus your energy:*

Without the ability to measure the effectiveness of your social strategy, it's pointless to even have one. Twenty-thousand Twitter followers doesn't mean anything if those followers don't become investors, backers, or customers. Analyzing your data will help to determine where and how to best allocate your resources. Most Social Media platforms provide some type of insights or reporting feature to measure the success of certain pages, posts, tweets, ad campaigns etc. Below is an image of the Facebook Page insights.



Image: Facebook Insights

# The Next Step

## Reporting and Analysis

In addition, there is a wealth of third party Social Media monitoring applications available to further measure results over multiple Social Media accounts. For example, [BufferApp](#) has an analytics tab that lets you see what type of engagement each of your posts received. [Simply Measured](#) displays engagement in beautifully displayed graphs so you can visualize the results. [Moz](#) crawls your webpage, social profiles, and uses information from your Google Analytics account to develop valuable reports about how your Social Media efforts relate to traffic on your website.

### Twitter Engagement

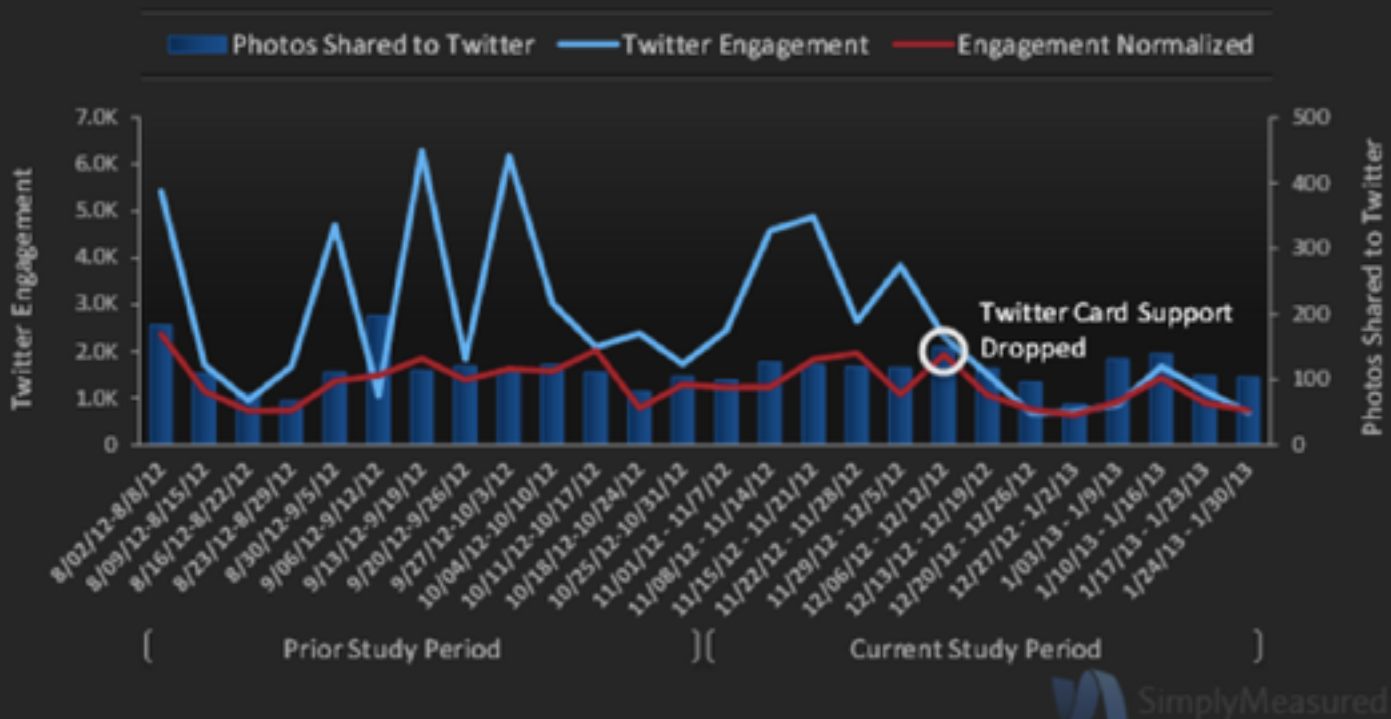
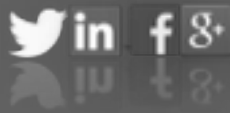


Image: Simply Measured Twitter Report

Third party applications will offer much deeper insight and far more information about your connections than any of the platforms will offer themselves. Many of the free plans that you will find provide more than enough information to assist you while promoting your crowdfunding campaign.



# It Takes Time To Do It Right

---

For every success story you see in the headlines of TechCrunch and Entrepreneur, there were thousands of campaigns that didn't just fail, they didn't even see the light of day. Some of the biggest and most viral crowdfunding campaigns to date (Pebble, Oculus Rift, Misfit Shine) were managed by companies that developed highly innovative products that created a buzz on their own. Most of the time, business concepts are not as glamorous as wearable technology or virtual reality and in those cases creating a buzz takes hard work, creativity, diligence, and time.

Business owners are often disillusioned by the headlines. Many plan their Social Media strategy with the mentality that by creating a couple Social Media profiles and publishing pictures or descriptions of a product or service to them, investors and backers will flock to contribute. But unless you have invented cold fusion, you can do yourself a favor by letting go of that mentality. Building a following takes time. And remember, we are not talking about a following of people that simply like your concept, or people that think your product is fascinating. We are talking about people who are die-hard fans of your idea, people who are touched personally by your goals and people that promote your business naturally because they are excited about it. Ultimately, we are talking about people that will invest in you, your team, and your business. So, how do you reach those people?

***Myth: It only takes a couple weeks to prepare for your crowdfunding campaign***



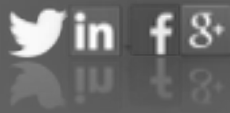
# Maintenance

## How To Maintain A Constant Flow Of Content

---

Maintaining a steady flow of content is not only a challenge; it takes a lot of time. To remedy that, there are some excellent tools to help you publish content automatically. Applications like Hootsuite or BufferApp can post content across multiple platforms at once. You can schedule your posts to go out at a later date or at regular times each day so you can target your audience when they are most active. There are hundreds of ways to automate your social activities, but be careful when using automation especially during the infant stages of your business. Humans can sense when too much of your content is being published by automatic applications so it's important to maintain a balance between automated and manual posting. One thing is certain, never automate personal responses to your followers. The outcome will never be better than taking the time to respond to them on a personal level. The more personally you can connect with your followers, the more personal your brand will become to them.

Find the best online publications in your industry and bookmark them. Keep a list of the websites you find most helpful and save great articles for later publication and sign up for newsletters to receive content directly to your inbox. This kind of workflow will save you time later when you need to be taking care of something other than searching for content to post to your social profiles.



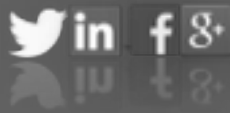
# Summary

---

The entire Social Media strategy is an ongoing process. Social Media and digital communication evolve quickly and so do the applications and hardware that allow us to connect with one another. Apps come and go, trends change swiftly, even entire Social Media platforms have gone from a worldwide craze to a ghost town in a matter of months, so remember to stay up to date. Keep track of Social Media trends at Mashable.com, remain in the loop with the latest tools with SocialMediaExaminer, and always be one step ahead of your competition by checking up on SEO and inbound marketing blogs like Moz and HubSpot for the best and most innovative ways to reach your audience.

At their core, all of the Social Media platforms function similarly. We have covered the big four in this guide; Facebook, Twitter, LinkedIn, and Google+, but there are other platforms out there that have slightly different tools and features to let you connect with people and publish content in slightly different ways. Never stop testing, measure your results, and continue to follow what is working for you and your business.





# Contact Me

---



Written by: Shane duNann  
Contact: [Shanedunann@gmail.com](mailto:Shanedunann@gmail.com)  
Connect with me: [LinkedIn](#), [Twitter](#)