



Successful Online Strategies Explained – Part 2

Spring 2013

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e-Commerce Strategies

- DIY (Do It Yourself) Systems
- CMS (Content Management Systems)
- Outsource Everything
- In-House Development
- Software Customization

- Examples:
 - www.shop.samsonite.com
 - www.smartpak.com
 - www.newegg.com

Shop.Samsonite.com

The screenshot shows the homepage of Shop.Samsonite.com. At the top, there is a navigation bar with the Samsonite logo, the American Tourister logo, and links for "My Account" and "Sign In". A cart icon indicates "0 Item(s) In My Cart" and a "CHECKOUT" button is present. Below the navigation bar is a search bar with the text "TRAVEL BAG FINDER" and a "SEARCH" button. A promotional banner reads "SELECT LUGGAGE BUY ONE. GET ONE 50% OFF. Online only. Ends 1/23. Code: BUYGET50. Offer Details...". A blue navigation menu contains categories: "LUGGAGE", "BUSINESS & LAPTOP", "BACKPACK & MESSENGER", "DUFFLE & SPORT", "ACCESSORIES", "COLLECTIONS", and "SALE". The main content area features a large image of a suspension bridge with the text "Ready for anywhere.™" and a "SHOP BY TRAVEL OCCASION" button. To the right, several pieces of luggage are displayed on shelves. Below this, there are three filter tabs: "TOP SELLERS" (checked), "HIGHLY RATED", and "LATEST RELEASES". A row of four blue Samsonite xSpace suitcases is shown, with the first one labeled "Microsoft Excel 2010". To the right, a "Featured Product" section displays "Travel Accessories" with an image of various travel items.

SAMSONITE AMERICAN TOURISTER

My Account | Sign In 0 Item(s) In My Cart CHECKOUT

TRAVEL BAG FINDER Product Search SEARCH

Samsnite

SELECT LUGGAGE BUY ONE. GET ONE 50% OFF. Online only. Ends 1/23. Code: BUYGET50. Offer Details...

LUGGAGE BUSINESS & LAPTOP BACKPACK & MESSENGER DUFFLE & SPORT ACCESSORIES COLLECTIONS SALE

Ready for anywhere.™

SHOP BY TRAVEL OCCASION

TOP SELLERS HIGHLY RATED LATEST RELEASES

Microsoft Excel 2010 xSpace Samsonite xSpace Samsonite xSpace Samsonite xSpace

Featured Product

Travel Accessories

Samsonite on Facebook

The image shows a screenshot of the Samsonite Facebook page. The page header includes the Facebook logo, a search bar, and user navigation options like 'Ed Hayes', 'Find Friends', and 'Home'. The main content area features a large promotional post for the 'SAMSONITE EMAIL CLUB'. The post has a blue background with white text that reads 'JOIN THE SAMSONITE EMAIL CLUB and get \$20 off the next \$100 you spend'. Below the text is an image of various Samsonite luggage items, including a rolling suitcase, a duffel bag, and a briefcase. At the bottom of the post, there is a form with the text 'Enter your email address to join:' and a 'SUBMIT' button. To the left of the main post is a vertical sidebar with a photo of a woman in a white coat carrying a black bag, and a list of navigation links: Wall, Info, Friend Activity, Promotions, Email Club (highlighted), Shop, Casual Bags, LIFT Collector, and Events. To the right of the main post are several smaller sections: 'People You May Know' with two mutual friends, 'Birthdays' with a birthday greeting, 'Sponsored Story' for SmartWool, and 'Sponsored' ads for Tommy John and Diabetes Shockers. The Tommy John ad features a man in a white undershirt and text about staying tucked in. The Diabetes Shockers ad features an orange and text about a breakthrough treatment for Type 2 diabetes.

Samsonite on Facebook Today

The screenshot displays the Samsonite Facebook page. At the top, the Facebook navigation bar includes the logo, a search bar with the text "Search for people, places and things", and the user profile "Ed Noyes". The cover photo features a city skyline with a suspension bridge. The profile picture is a blue square with the Samsonite logo. Below the profile picture, the name "Samsonite" is displayed with "57,669 likes · 435 talking about this" and buttons for "Like" and "Message".

The main content area contains several promotional tiles:

- Bags/Luggage**: A text-based tile stating, "What began as just a father and son trunk and luggage manufacturing business is now, 100 years later, the world's leading provider of travel solutions: Samsonite."
- About**: A text-based tile.
- Photos**: A tile with the text "SELECT PRODUCTS \$25 OFF EVERY \$125 YOU SPEND".
- Promotions**: A blue tile with the text "SPECIAL OFFER!".
- Shop**: A blue tile featuring a red suitcase.
- Email Club**: A blue tile with the text "E-MAIL CLUB".
- Events**: A tile with the text "SAMSONITE TOUGH. CAMPUS READY.".
- Casual Bags**: A tile with the text "THIS BAG CAN TAKE IT.".
- LIFT Collection**: A blue tile with the text "LIGHT MEETS MIGHT" and a butterfly icon.
- Invite Friends**: A blue tile with the text "INVITE FRIENDS".

At the bottom, there is a "Videos" tile with a woman's image, a "Likes" tile showing "57,669", and a "Highlights" dropdown menu.

Facebook Page

- Timeline Cover Image
 - Optimum Size 851px X 315px
 - Change it to keep it fresh
 - Follow FB Rules
- Branded Profile Image
 - Optimum Size is 180px X 180px
 - Images better than text
- Posts
 - Short
 - Engaging – Ask simple questions
 - Include links
 - Include CTA – Call To Action
 - Use images or videos

Timeline Cover Image - Rules

- No Prices
- No Purchase Info
- No Contact Info
- No Referring to “Like” or “Share”
- No CTA – “Tell your friends.”
- No Promotions or Ads (except events)
- Mostly Image vs. Text

Samsonite on Facebook Today

facebook Search for people, places and things Ed Noyes

Samsonite Promotions Like

Like us NEW!
to get exclusive access
to weekly specials.

CONNECT AND SHARE WITH SAMSONITE

Samsonite on Facebook Today

The screenshot shows the Samsonite Facebook page. At the top, the Facebook navigation bar includes the logo, a search bar with the text "Search for people, places and things", and the user profile "Ed Noyes". The cover photo features a bridge over a city skyline. The profile picture is a blue square with the Samsonite logo. Below the profile picture, the name "Samsonite" is displayed with "57,669 likes · 435 talking about this". To the right are "Like" and "Message" buttons. The main content area contains several promotional tiles: "Bags/Luggage" with a descriptive paragraph, "About", "Photos", "Promotions" (with a "SPECIAL OFFER!" tile), "Shop" (with a red suitcase image), "Email Club" (with an "E-MAIL CLUB" tile), "Events" (with a "SAMSONITE TOUGH. CAMPUS READY." tile), "Casual Bags" (with a "THIS BAG CAN TAKE IT." tile), "LIFT Collection" (with a "LIGHT MEETS MIGHT" tile), and "Invite Friends" (with an "INVITE FRIENDS" tile). At the bottom, there is a "Videos" section with a thumbnail of a woman, a "Likes" section showing "57,669" likes, and a "Highlights" dropdown menu.

facebook Search for people, places and things Ed Noyes Find

Samsonite
57,669 likes · 435 talking about this

Like Message

Bags/Luggage
What began as just a father and son trunk and luggage manufacturing business is now, 100 years later, the world's leading provider of travel solutions: Samsonite.

About

Photos Promotions Shop Email Club

Events Casual Bags LIFT Collection Invite Friends

57,669 Likes

Highlights

Samsonite on Facebook Today



Samsonite Videos



Samsonite's Videos (22) · Albums



Samsonite on THE TALK



Samsonite Evolve and Winfield Luggage Featured on ABC News Now



A Day in the Life of Samsonite



Samsonite Cosmolite Durability



Samsonite Rubble Commercial (1998)



Samsonite Clear Commercial (1992)



Samsonite Chaos Commercial (1998)



Samsonite Bulls Commercial (1990)



Samsonite powered by Amazon

The screenshot shows the top portion of the Samsonite website. At the top left, there are logos for SAMSONITE and AMERICAN TOURISTER. To the right, there are links for 'My Account' and 'Sign In', and a cart indicator showing '0 item(s) in My Cart' with a 'CHECKOUT' button. Below this is a search bar with a 'TRAVEL BAG FINDER' icon and a 'SEARCH' button. The main Samsonite logo is prominently displayed. A promotional banner reads 'SELECT LUGGAGE BUY ONE, GET ONE 50% OFF. Online only. Ends 1/23. Code: BUYGET50. Offer Details...'. A navigation menu includes 'LUGGAGE', 'BUSINESS & LAPTOP', 'BACKPACK & MESSENGER', 'DUFFLE & SPORT', 'ACCESSORIES', 'COLLECTIONS', and 'SALE'. Below the menu, a banner states 'powered by amazon Samsonite's website is powered using technology of Amazon Services LLC'. At the bottom, there is a 'Connect With Us' section with social media icons for Facebook, Twitter, LinkedIn, and YouTube, and a 'SIGN UP' button for exclusive offers. A footer contains five columns of links: CONTACT US (EMAIL, 800.765.BAGS, QUESTIONS), SHIPPING & RETURNS (SHIPPING POLICY, RETURN & EXCHANGE POLICY, TRACK AN ORDER), SHOP SAMSONITE (STORE & DEALER LOCATOR, PLACE AN ORDER, GIFT CARDS, SHOPPING HELP, AMAZON), WARRANTY & REPAIRS (WARRANTY REPAIRS & CARE, PRODUCT REGISTRATION, WARRANTY INFORMATION, PARTS & REPAIR SERVICES, FIND A REPAIR CENTER, CARE & CLEANING, REPAIR POLICY), and COMPANY INFORMATION (ABOUT SAMSONITE, PRIVACY POLICY, TERMS OF USE, SOCIAL COMPLIANCE, SAMSONITE TRADEMARKS, JOIN AFFILIATE PROGRAM, CUSTOMER SERVICE). The copyright notice at the bottom reads '© Copyright 2012 Samsonite IP Holdings S.à.r.l.'

SAMSONITE AMERICAN TOURISTER

My Account | Sign In 0 item(s) in My Cart CHECKOUT

TRAVEL BAG FINDER Product Search SEARCH

Samsonite

SELECT LUGGAGE BUY ONE, GET ONE 50% OFF. Online only. Ends 1/23. Code: BUYGET50. Offer Details...

LUGGAGE BUSINESS & LAPTOP BACKPACK & MESSENGER DUFFLE & SPORT ACCESSORIES COLLECTIONS SALE

powered by amazon Samsonite's website is powered using technology of Amazon Services LLC

Connect With Us: f t LinkedIn YouTube

Exclusive Offers and Updates - Enter Email Address SIGN UP

CONTACT US
EMAIL
800.765.BAGS
QUESTIONS

SHIPPING & RETURNS
SHIPPING POLICY
RETURN & EXCHANGE POLICY
TRACK AN ORDER

SHOP SAMSONITE
STORE & DEALER LOCATOR
PLACE AN ORDER
GIFT CARDS
SHOPPING HELP
AMAZON

WARRANTY & REPAIRS
WARRANTY REPAIRS & CARE
PRODUCT REGISTRATION
WARRANTY INFORMATION
PARTS & REPAIR SERVICES
FIND A REPAIR CENTER
CARE & CLEANING
REPAIR POLICY

COMPANY INFORMATION
ABOUT SAMSONITE
PRIVACY POLICY
TERMS OF USE
SOCIAL COMPLIANCE
SAMSONITE TRADEMARKS
JOIN AFFILIATE PROGRAM
CUSTOMER SERVICE

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Samsonite - Outsources

- Manufacturing to Asia
- Fulfillment to Amazon
 - Order processing
 - Warehousing
 - Shipping
 - Returns
 - Payment Processing
- Customer Service to 3rd Party Call Center

Samsonite Back Office

The screenshot displays the 'Customer Service Central' interface. On the left is a navigation sidebar with links such as Home, Manage Accounts, Contact View, Search, Knowledge Center, Shop.Samsonite.Com, Phone Ordering, and Next Phone. The main content area features a search bar with tabs for Product, Customer, and Wish List, and a search input field. A user profile for 'Nageshwar Chaudhan' is visible in the top right, along with a 'Wrap Up' button and a 'Items: 0 Subtotal: \$0.00' summary. Below the search bar, there is a 'Products' section with links for 'Samsonite' and 'American Tourister'. A 'Quick Order Form' is prominently displayed, containing a table with three columns for 'Item Code' and buttons for 'Delete All', 'Add Another Line', and 'Get Product Info'.

Customer Service Central Log Out

shop.samsonite.com

Search for: **Product** Customer Wish List

Search by product code, name, category or keyword

Nageshwar Chaudhan
Items: 0 Subtotal: \$0.00

Products

[Samsonite](#)
[American Tourister](#)

Quick Order Form

Enter product code below

Item Code	Item Code	Item Code
Item Code	Item Code	Item Code
Item Code	Item Code	Item Code

SmartPak.com



100% Happiness Guaranteed

No Hassles. No Hoops. No Kidding
1-888-752-5171

Welcome to SmartPak | Sign In

[My Cart \(0\)](#) | [My Wishlist](#) | [My Account](#)

Have Questions? [Chat Live Now](#)

Enter Item # or Keyword

Search!

All Orders Over \$75 Ship Free

SmartPaks - Official Supplement Feeding System of AQHA

[Supplements](#) | [Apparel & Gear](#) | [Tack & Equipment](#) | [Blankets](#) | [Health Care](#) | [Barn](#) | [Gifts](#) | [Pharmacy](#) | [Dog](#) | [New](#) | [Sale](#) | [All Departments](#)

[+ Horse Health Info](#) | [What Are SmartPaks?](#) | [Supplement Wizard](#) | [SmartFlex Finder](#) | [SmartPaks Builder](#) | [Free Catalog + Email](#)

All SmartPaks over \$40 + All orders over \$75

FREE SHIPPING EVERY DAY

No codes. No exclusions. Just free, every day.

Shop

Winter Sale

[Equine Supplements](#)
[Rider Apparel & Gear](#)
[Tack & Equipment](#)
[Horse Health Care](#)
[Barn Supplies](#)
[Horse Blankets/Sheets](#)
[Gifts, Books & DVDs](#)
[Pharmacy](#)
[Dog & Cat](#)
[Gift Certificates](#)
[New Products](#)

SMARTFLEX[®] FINDER



Find the perfect joint supplement
for your horse in just a few clicks.

Get Started



1 2 3

Find out what
supplements
your horse needs.

SmartPak Supplement Wizard
5 minutes to a healthier horse.

[Start Now](#)

Fashionable
Footwear

That's Comfortable and
stands up to
Life at the Barn

Customer Favorites

Your Wishlist

Best Sellers

New Products

Sale

Set your homepage: [English](#) | [Western](#)



Get our
FREE catalog

SmartPak Pharmacy



SMARTPAK

100% Happiness Guaranteed

No Hassles. No Hoops. No Kidding.
1-888-752-5171

Welcome to SmartPak | Sign In

[My Cart \(0\)](#) | [My Wishlist](#) | [My Account](#)

Have Questions? [Chat Live Now](#)

Enter Item # or Keyword

Search!

All Orders Over \$75 Ship Free

SmartPaks - Official Supplement Feeding System of AQHA

[Supplements](#) | [Apparel & Gear](#) | [Tack & Equipment](#) | [Blankets](#) | [Health Care](#) | [Barn](#) | [Gifts](#) | [Pharmacy](#) | [Dog](#) | [New](#) | [Sale](#) | [All Departments](#)

[+ Horse Health Info](#) | [What Are SmartPaks?](#) | [Supplement Wizard](#) | [SmartFlex Finder](#) | [SmartPaks Builder](#) | [Free Catalog + Email](#)

All SmartPaks over \$40 • All orders over \$75

FREE SHIPPING EVERY DAY

No codes, no exclusions. Just free, every day.

Shop

[Equine Supplements](#)

[Rider Apparel & Gear](#)

[Tack & Equipment](#)

[Horse Health Care](#)

[Barn Supplies](#)

[Horse Blankets/Sheets](#)

[Gifts, Books & DVDs](#)

[Equine Pharmacy](#)

[Dog & Cat Products](#)

[Gift Certificates](#)

[New Products](#)

[Sale](#)

Barns

[Barn Saver Shipping](#)

[Barn of the Month](#)

[Barn Resource Center](#)

SmartPak Network

[SmartPak Blog](#)

SmartPak Pharmacy FAQs

1. How do I know if a product requires a prescription?

- All pharmaceutical items are located on the main Pharmacy page of our website. It will appear with the ^{Rx} symbol following the product name.
- When a pharmaceutical item is placed in your shopping cart a red prescription symbol such as this [Rx], will immediately follow the product name.
- On each individual product page, a red note appears in the product description box stating this particular item requires a prescription. The note reads as follows: Please note that this item requires a veterinarian's prescription. [Click here](#) for more information.

2. How do I order a prescription product?

- To place an order for pharmaceutical items you can call us at 1-888-752-5171 or set up your SmartPak account online. Once your order is placed we then hold the order until we receive a valid prescription from your veterinarian. Your credit card is not charged until a valid prescription is received.
- You will need to request a prescription from your vet that includes:
 - a. your name, address and phone number
 - b. your animal's name
 - c. the name, address and phone number of the veterinarian
 - d. the veterinarian's license number & the state they are licensed in
 - e. the pharmaceutical name, dosage and frequency of dose
 - f. the number of refills

Please note that no prescription product will be shipped until an order is placed AND a valid prescription is received.

SmartPak Facebook

The screenshot shows the SmartPak Facebook page. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Ed Hoyer' with options for 'Find Friends' and 'Home'. The SmartPak profile header features the logo, a 'Like' button, and the category 'Retail and Consumer Merchandise'. A 'Create a Page' button is visible in the top right.

The left sidebar contains a navigation menu with the following items: Wall, Info, Friend Activity, Photos, Videos, Email Sign-Up, Questions, and FREE Catalog Sign-Up. Below the menu is an 'About' section with contact information: 'Call us at 800-461-8898' and 'http://www.smartpak.com/'. At the bottom of the sidebar, it shows '179,775 like this'.

The main content area features a 'Wall' section with a 'SmartPak' post. The post text reads: 'Save time and money with Free Barn Saver Shipping! At SmartPak, we've spent over 12 years working hard to make life in the barn a little bit easier. Now, with Free Barn Saver Shipping, not only will you save yourself the trouble of lugging your order from home (if you remember it), you'll also save money. Sign up today and you'll automatically be entitled to free weekly shipments from our three-acre warehouse straight to your barn. No order minimums and no weight maximums. By shipping to a barn, you're automatically entitled to free shipping every week and free embroidery and engraving up to \$9.99! Read more and sign up now at: http://www.smartpakequine.com/barnsaver.aspx.' The post includes a 'Free Barn Saver Shipping!' image and a link to the website.

Below the post, there are interaction options: 'Like', 'Comment', 'Share', and '2 hours ago'. It shows '25 people like this' and 'View all 4 comments'. A comment from Renee Nevo is visible: 'I didn't see this question addressed in the FAQ's, what if I AM the barn? same address as home, all horses owned by me or family members, does that still qualify? we place all our orders as one single order since it's all being paid for together.' The post also shows a reply from SmartPak Hi Renee: 'Thanks so much for your interest in our Barn Saver Shipping Program. YES! We are thrilled to offer your barn at home all the great benefits of this program. The only guideline we follow is that one or more horses are living on th... See More 11 minutes ago · Like'.

The right sidebar contains several sponsored posts: 'Diabetes Shocker' with an image of oranges, 'Tommy John' with an image of a man in a white shirt, 'Lowe's Home Improvement' with an image of a laptop, and 'Apartment Guide' with an image of a floor plan.

SmartPak Facebook

The image shows a screenshot of the SmartPak Facebook page. At the top, the Facebook navigation bar is visible with the search bar and user profile for Ed Noyes. The main content area features a large advertisement for ColiCare. The ad includes two images of people with horses, a central text block, and a product image of a ColiCare jar. Below the ad is the SmartPak profile header, which includes the company logo, name, and statistics. A row of navigation links is provided, including 'About', 'Photos', 'Catalogs & Emails', 'Pinterest', and 'Google+'. At the bottom, there are options to 'Post' or 'Photo / Video' and a section for 'Recent Posts by Others on SmartPak'.

facebook Search for people, places and things Ed Noyes Find

The only thing **better** than **\$7500** of colic surgery coverage is never having to use it

ColiCare FROM SMARTPAK

SMARTPAK

SmartPak 259,700 likes · 89,403 talking about this Like

Retail and Consumer Merchandise Call us at 800-461-8898. <http://www.smartpak.com/>

About Photos Catalogs & Emails Pinterest Google+

Highlights

Post Photo / Video Recent Posts by Others on SmartPak See All



SmartPak Facebook - Pinterest

facebook Search for people, places and things Ed Noyes



SmartPak Pinterest Like

SmartPak Equine 2032 Followers Pinterest



Just Horsin' Around
421 pins




Life at SmartPak
110 pins




Smart Solutions
66 pins




True Equestrian Fashion
64 pins




Products You Love
116 pins



Team SmartPak Riders
173 pins



SmartPak - Pinterest



SmartPak Equine

At SmartPak, we get you because we are you - riders who want to take great care of our horses and have some fun along the way. We hope you'll share a laugh, share a photo or find us on Facebook!

📍 Plymouth, MA


Repins from

- Mary Jane Sparrow Fre...
- Ellen Tambarella
- Tara Barker

20 Boards 1,729 Pins 2 Likes Activity 2,032 Followers 1,622 Following


Just Horsin' Around

421 pins · 📌




Life at SmartPak

110 pins · 📌




Smart Solutions

55 pins · 📌




True Equestrian Fashion

54 pins · 📌




Products You Love

110 pins




Team SmartPak Riders

172 pins · 📌




SmartPak Success Stories

40 pins · 📌




SmartPak Models

22 pins · 📌




Because you can't bring y...

37 pins




Seriously Smart Barns

57 pins · 📌




Sharing is Caring

238 pins



"You are now being judge..."

30 pins · 📌




SmartPak - Pinterest

Life at SmartPak

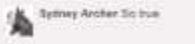
Get a glimpse at what life is like in SmartPak's world!

1,447 followers, 110 pins





"Just Go Ride." (Photo Credit: Shawn McMillen Photography)
0 likes · 1 comment · 0 repins

SmartPak Equine from smartpak.com




Sydney Archer So true






We hope you like our stories and photos! See what the SmartPaks were up to in this week's installment of "Keeping up with the SmartPaks!"
2 likes


SmartPak Equine from smartpak.com






In the Tack with the Pak - Colby and Tines
1 like

SmartPak Equine from smartpak.com





We hope you like our stories and photos! See what the SmartPaks were up to in this week's installment of "Keeping up with the SmartPaks!"



We hope you like our stories and photos! See what the SmartPaks were up to in this week's installment of "Keeping up with the SmartPaks!"
1 like · 2 repins


SmartPak Equine from smartpak.com






Ever wish you could take a sneak peek inside our horses' SmartPaks? Now you can! Check out the supplements we love, for the horses we adore.
2 likes · 2 repins


SmartPak Equine from smartpak.com






We hope you like our stories and photos! See what the SmartPaks were up to in this week's installment of "Keeping up with the SmartPaks!"
2 likes · 1 repin


SmartPak Equine from smartpak.com



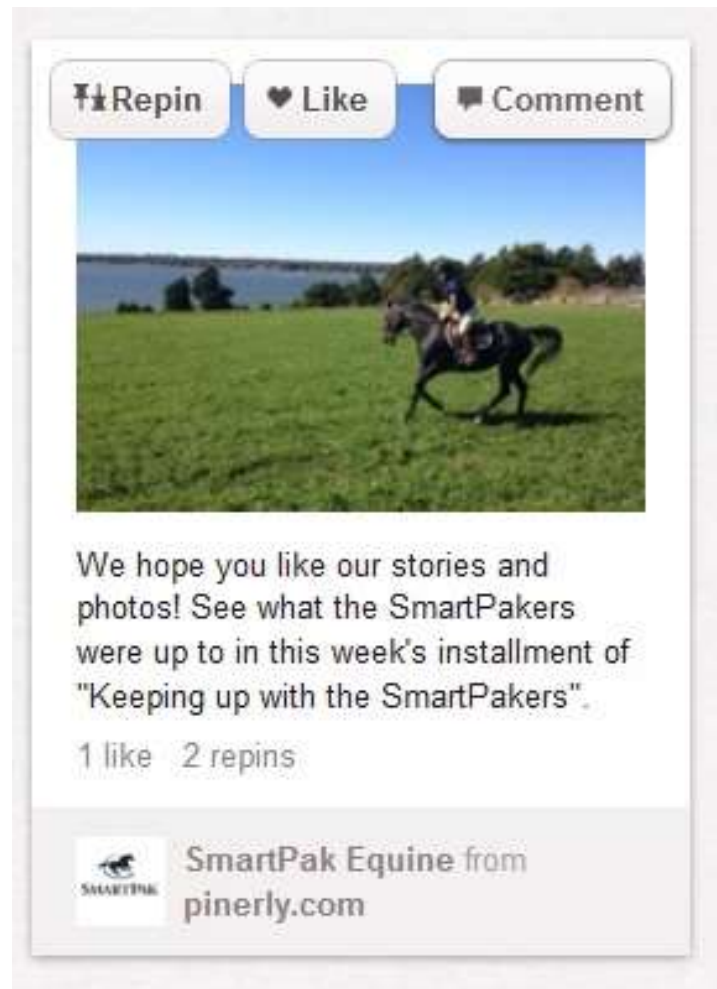


We'd like to thank YOU the fans, our customers, friends and brand ambassadors, for helping us reach 250,000 likes on Facebook! We literally couldn't have done it without you. In honor of such a momentous event, we decided it was time to have a talk with the powers that be at Facebook about letting us show you all the Facebook love you deserve. Check out our Open Letter to Facebook at blog.smartpaks.com/2012/09/an-open-letter-to-facebook/
1 like

SmartPak Equine from smartpak.com




SmartPak - Pinterest




A screenshot of a Pinterest pin from SmartPak Equine. The pin features a photograph of a person riding a dark horse in a green field with a lake in the background. The pin includes interactive buttons for 'Repin', 'Like', and 'Comment'. The text of the pin reads: 'We hope you like our stories and photos! See what the SmartPakers were up to in this week's installment of "Keeping up with the SmartPakers".' Below the text, it shows '1 like' and '2 repins'. At the bottom, there is a SmartPak logo and the text 'SmartPak Equine from pinerly.com'.

↕ Repin ♥ Like 💬 Comment




We hope you like our stories and photos! See what the SmartPakers were up to in this week's installment of "Keeping up with the SmartPakers".

1 like 2 repins

 SmartPak Equine from pinerly.com


SmartPak - Pinterest




HOME SHOP ASK THE VET BLOGS GEAR REVIEW HOW TO OUR STARS VIDEOS

Keeping up with the SmartPakers: Weekend Update – October 1, 2012


BY SMARTPAK ON OCTOBER 1, 2012 AT 4:00 PM
BLOGS, SMARTPAK FEATURE'S, STORIES & ADVENTURE'S



During the week, you know our life is no mystery; we are here working hard to make you happier and your horse healthier. But what do we do on the weekend, you ask? The mystery is finally revealed! Read about what SmartPakers did this past weekend and see if any of our adventures sound similar to yours...



"This weekend Roni, Kaitlyn and I ran the Sacred Heart Food Pantry 5k road race in Middleboro. Being my first road race, I



FREE SHIPPING EVERY DAY

on all orders over \$75

No codes, no exclusions. Just free, every day.

RELATED POSTS

"Just Go Ride."

Keeping up with the SmartPakers: Weekend Update – October 15, 2012

Keeping up with the SmartPakers: Weekend Update – September 17, 2012

Keeping up with the SmartPakers: Weekend Update – September 10, 2012

Keeping up with the SmartPakers: Weekend Update – September 4, 2012

Keeping up with the SmartPakers: Weekend Update – August 27, 2012

Keeping up with the SmartPakers: Weekend Update – August 20, 2012

Keeping up with the SmartPakers: Weekend Update – August 13, 2012

Keeping up with the SmartPakers: Weekend Update – August 6, 2012

Keeping up with the SmartPakers: Weekend Update – July 30, 2012

POPULAR RECENT COMMENTS TAGS

An Open Letter to Facebook » SmartPak Equine Blog
32 people recommended this.

"Just Go Ride." » SmartPak Equine Blog

SmartPak - Pinterest

20 Boards 1,729 Pins 2 Likes Activity

2,032 Followers 1,622 Following

Reopened to Just Horsin' Around via The Warmblood Horse
18 hours ago



Spanish Riding School, 1962.
Photography by Hans Hammarskiöld.

2 likes 2 comments 11 repins

Reopened onto Just Horsin' Around from annasintervals.tumblr.com

Followed Bailey Magee Nolte
18 hours ago



Reopened to Horses in History via Angle Pierson Jennings.
18 hours ago



Winston Churchill and a four-month-old thoroughbred filly (officially unnamed, but called "Darling" by Churchill), Chartwell, Kent, 1960.

2 likes 1 repin

Reopened onto Horses in History from life.time.com

Followed Leo Ann On
18 hours ago



Reopened to Just Horsin' Around via Angle Pierson Jennings.
18 hours ago



Good luck!

2 likes 5 repins

Reopened onto Just Horsin' Around from Uploaded by user

Followed Stephanie Huss
18 hours ago



Reopened to Because you can't bring your horse inside via The Warmblood Horse.
18 hours ago



Horsy cookie cutter!

2 likes 5 repins

Reopened onto Because you can't bring your horse inside from fancyfloors.com

Followed Avery Niemann
18 hours ago



Reopened to Sharing is Caring via Jessica Messier.
18 hours ago

NON SEQUITUR BY WILEY



SmartPak Back Office

Home Customer Barn

Requires Supervisor Review

Equine Canine Western

Customer

Name & Id: [REDACTED]

Email: [REDACTED]@hotmail.com

Phone 1: [REDACTED]

Phone Notes 1:

Phone 2:

Phone Notes 2:

Details

Birthday: [REDACTED]

Member Since: 10/22/2010

Compete:

Expertise:

Total Horses:

Total Dogs:

Organizations: USDF

Other Organizations:

Primary Riding Style:

Phone 1: [REDACTED]

Phone 2:

Customer Type: English

Last Modified: 10/22/2010 by [REDACTED]

Links to Web

Shop	Equine Canine Western
View or Change Order	Equine Canine Western
Adjust Shipping Schedule	Equine Canine Western
Change Bill Address	Equine Canine Western
Change Shipping Address	Equine Canine Western
Update Credit Card	Equine Canine Western
Update Email Address	Equine Canine Western
Update Password	Equine Canine Western
View / Track Orders	Equine Canine Western

Orders
Addresses
Order History
Prescription
Contact Records
Account Credit
Payments
PromoCode
Deleted Animal
Taste Test Sample
Incoming Calls
Customer Profile

Order Histories

Showing Last 60 Days

Additional Filter Options

Recipient Name:

Item Number:

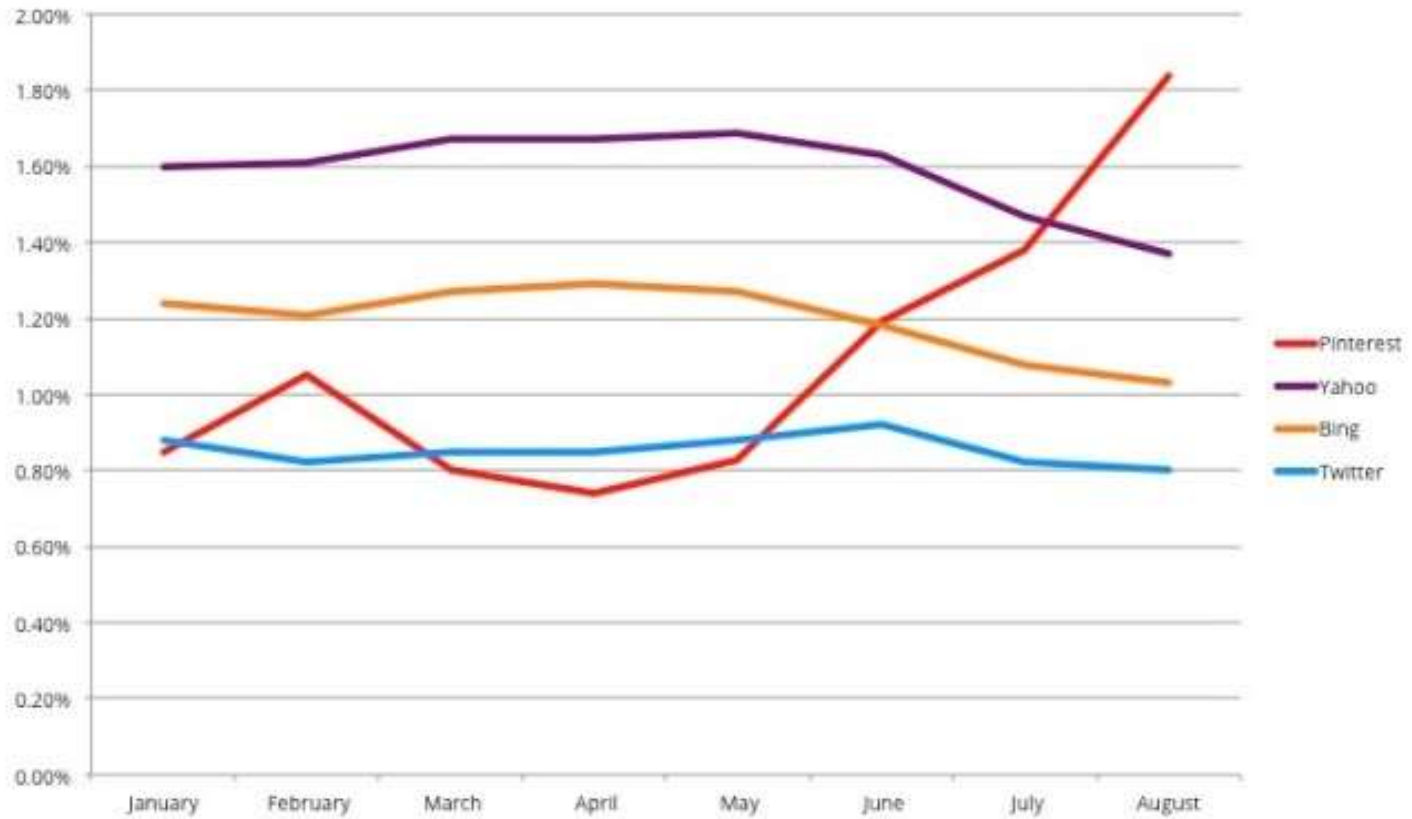
Product Class:

<input type="checkbox"/>	OrderHistoryId	Recipient Name	ShipDate	Shipping Address	Tracking Number(s)	Paid	Pharma	Supply	SmartPak
<input type="checkbox"/>	5351050	[REDACTED]	11/7/2011	[REDACTED]	1281X9X6034 [REDACTED]	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	5265155	[REDACTED]	10/10/2011	[REDACTED]	1281X9X6034 [REDACTED]	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Pinterest

Thursday, September 6th, 2012

January - August 2012 Traffic Sources Breakdown



NewEgg.com

The screenshot shows the NewEgg.com website interface. At the top, there are links for 'Upgrade to Newegg Business!', 'Log in or Register', '0 Items', 'Wishlists', and 'Help'. The NewEgg logo is on the left, with navigation links for 'MY NEWEGG', 'BROWSE ALL', and 'SHOP BRANDS'. A search bar is in the center with 'All Stores' selected and a 'GO' button. A 'Marketplace' dropdown is on the right. A left sidebar lists categories: Computer Hardware, PCs & Laptops, Electronics, Cameras, Software, Gaming, Cell Phones, Home & Outdoors, Automotive, Outlet, and More. Below this is a 'Shopping Guides' section with links for 'Shop Today's Deals', 'Build Yourself with a DIY Kit', 'View our Latest E-mail Specials', and 'Gift Cards for the Geeks in your Life'. The main content area features a large banner for 'MAKE a PLAY' with a football on grass, advertising 'HOT DEALS'. Below the banner are three product deals: 1. 'SHELL SHOCKER' Team 16GB Secure Digital High-Capacity (SDHC) Flash Card Model ... (was \$17.99, now \$13.99, Sold Out). 2. 'Featured Daily Deal' Toshiba 32" 720p 60Hz LCD HDTV 32C110 (was \$349.99, now \$279.99). 3. 'EGGXTRA! EGGXTRA!' Samsung Modus Dual Microphone Stereo Bluetooth Headset (HM3500) (was \$33.99, now \$21.99). A 'shop all Daily Deals' button is at the bottom right of the deals section.

NewEgg - Facebook

facebook Search Ed Noyes Find Friends Home

Newegg.com Like
Company · Industry, California

Wall Newegg.com · Everyone (Top Posts)

Share Post Photo

Write something...

Newegg.com
Check Out Rosewill Customer Appreciation Event at Newegg! Get \$20 QR Card with Purchase of Select Rosewill Products!

Newegg.com - Rosewill Customer Appreciation Event! \$20 Newegg Promotional Gift Card with the Purchase
promotions.newegg.com
Newegg.com

Like · Comment · Share · 2 hours ago · 18

28 people like this.
View all 8 comments 1 share

Alex Legg You generally get what you pay for a majority of the time. Rosewill isn't an exception to that rule. If you buy hardware that is a fraction of the competitor's price, you can expect it to perform at a fraction of what the competitor's will be it functionality, or the duration of use in general. I give Rosewill one egg.
about an hour ago · Like

Tyler Poston Too bad its rosewill and not...well anything else.
about an hour ago · Like

Write a comment...

Newegg.com
Save Up to \$55 Instantly + Free Shipping on Select Antec Products!

Newegg.com - Upgrade your PC with these great deals from Antec!
promotions.newegg.com
Newegg.com

Like · Comment · Share · Yesterday at 2:01pm · 18

People You May Know See All

1 mutual friend
Add Friend

1 mutual friend
Add Friend

12 mutual friends
Add Friend

1 mutual friend
Add Friend

Sponsored Story See All

likes SmartWool

SmartWool
Like

Sponsored Create an Ad

Diabetes Shocker
3daydiabetes.com

Breakthrough treatment
twice as effective as
leading Type 2 Drug.
Able to Reverse diabetes
in 30 days or less.

Wall

Info
Friend Activity
Giveaway
Photos
Videos
Links
Events
Notes
Jobs

About
Welcome to the official
Newegg.com fan page!
http://www.newegg.com/

718,487
like this
1,838
talking about this

NewEgg – Facebook Today

facebook Search for people, places and things Ed Noyes Fir

Happy Halloween

from your friends at Newegg



TAKE IT FROM A GEEK.™

Newegg.com

1,139,519 likes · 23,235 talking about this

Like Message

Computers & Electronics
Welcome to the official Newegg.com fan page!
<http://www.newegg.com/>

About

1.1m Likes

DEALS

Halo 4






PHOTOS



SWEESTAKES

GIGABYTE ESPORTS

New Tab 1 Videos Events






NewEgg – Facebook Today

facebook    Search for people, places and things  Ed Noyes  FI

 Newegg.com Deals 

DEALS

FOLLOW @NEWEGGHOTDEALS ON TWITTER FOR THE LATEST DEAL UPDATES.

-  [NeweggHotDeals](#) HP LaserJet Pro 400 M401n Workgroup Laser Printer + 1yr extended warranty for \$199.99 w/ code "EMCJNHG258" at Newegg! <http://t.co/uf10tEn8>
Tuesday, October 23, 2012 at 5:24pm UTC
-  [NeweggHotDeals](#) Save up to \$35 with a purchase of select CPU's & Z77 motherboards. <http://t.co/WQYqTx6>
Monday, October 22, 2012 at 9:11pm UTC
-  [NeweggHotDeals](#) Awesome deal to buy Seasonic 750W Gold power supply! \$99.99 + Free Shipping w/ code EMCYTZT2397! <http://t.co/Bd0haJj5>
Monday, October 22, 2012 at 6:21pm UTC
-  [NeweggHotDeals](#) Save now on Samsung SSD 830 Series! Transform your PC into the ultimate PC. <http://t.co/vCW89RFx>
Friday, October 19, 2012 at 11:37pm UTC
-  [NeweggHotDeals](#) \$13 Off SCOSCHE reVIVE Black Dual USB Car Charger USB12V2! \$6.99 + Free Shipping at <http://t.co/vuf8wIKm>! <http://t.co/BPG8qfUE>

ASPDotNetStorefront - Partners

The screenshot displays the ASPDotNetStorefront website interface. At the top left is the logo 'asp dot net storefront'. To its right, it says '2012 Join us in Oregon this March! E-COMMERCE CONFERENCE'. On the top right, there are links for 'Login | View Cart (0)', 'FOLLOW US | It | facebook | RSS', and 'Questions? (602) 490-0243'. A blue navigation bar contains links for 'Platforms', 'Add-Ons', 'E-commerce Hosting', 'Partners', 'Technology', 'Academy', and 'Support'. Below this is a dark grey banner with the text 'SOLUTION PROVIDERS' and 'FIND THE RIGHT PARTNER FOR YOUR BUSINESS NEEDS'. The main content area features a 'Browse Topics' section with a blue arrow pointing to a list of topics: 'Setting up Store', 'Taking Payments', 'Graphics and Design', 'Finding Shoppers', 'From Order to Doorstep', 'Going Global', 'Integrating', 'Merchandising Online', 'Reaching Customers', 'Hosting', and 'Measuring Success'. To the right of this list is a vertical banner for 'All Custom Development Partners >' with the text 'COME FOLLOW US TO THE UK' and the ASPDotNetStorefront logo with a 'UK' tag.

asp dot net storefront

2012 Join us in Oregon this March!
E-COMMERCE CONFERENCE

Login | View Cart (0)

FOLLOW US | It | facebook | RSS
Questions? (602) 490-0243

Platforms - Add-Ons - E-commerce Hosting - Partners - Technology - Academy - Support -

SOLUTION PROVIDERS

FIND THE RIGHT PARTNER FOR YOUR BUSINESS NEEDS

Browse Topics [All Custom Development Partners >](#)

For most of us who are selling online, a "solution" often has two components - a piece of software, and a human being to help make it work for us. Here, in this portfolio of software and "peopleware", we are aiming to help you find the solutions to your business challenges.

Setting up Store

Taking Payments

Graphics and Design

Finding Shoppers

From Order to Doorstep

Going Global

Integrating

Merchandising Online

Reaching Customers

Hosting

Measuring Success

COME FOLLOW US TO THE UK

asp dot net storefront UK

ASPDotNetStorefront.com

The screenshot shows the ASPDotNetStorefront.com website. At the top left is the logo "aspdotnetstorefront". To its right is the text "2012 Join us in Oregon this March! E-COMMERCE CONFERENCE". In the top right corner, there are links for "Login | View Cart (0)", "FOLLOW US | facebook |", and "Questions? (602) 490-0243". Below the header is a navigation menu with items: "Platforms", "Add-Ons", "E-commerce Hosting", "Partners", "Technology", "Academy", and "Support". The main content area features a large purple and blue banner for "ANNOUNCING MULTISTORE 9.2". The banner includes a list of features: "More payment options, including Checkout by Amazon", "Fraud screening", "Sales tax automation", and "International shipping and payments & more...". A "LEARN MORE »" button is positioned to the right of the list. To the right of the banner is a vertical stack of images: "2012 dot MSr_x_j 9.2" and a "FOR ONLY \$25" badge. Below the banner is a section titled "The last e-commerce platform you'll ever need". It contains two paragraphs of text and three shopping cart icons. Below the text are two buttons: "DISCOVER OUR CARTS »" and "FREE TRIAL »". At the bottom of the page are three columns: "News & Webinars" with a "More »" link and a list of articles; "Sign up, be part of our community" with a form to "Enter Your Email Address" and a "Join »" button; and "Gallery of stores" with a "View Portfolio »" link and a testimonial.

aspdotnetstorefront

2012 Join us in Oregon this March!
E-COMMERCE CONFERENCE

Login | View Cart (0)

FOLLOW US | facebook |
Questions? (602) 490-0243

Platforms | Add-Ons | E-commerce Hosting | Partners | Technology | Academy | Support

ANNOUNCING
MS_{r_x_j}
MULTISTORE 9.2

- More payment options, including Checkout by Amazon
- Fraud screening
- Sales tax automation
- International shipping and payments & more...

LEARN MORE »

2012
dot
MS_{r_x_j}
9.2
FOR ONLY \$25

The last e-commerce platform you'll ever need

Choose AspDotNetStorefront and join over 10,000 users, hundreds of professional development partners, and a community with over 10 years of e-commerce experience.

AspDotNetStorefront, in all its fullness, has everything you will ever need. Platform, partners, plug-ins. With built-in SEO, promotion and marketing tools, and the flexibility and stability of the .NET platform, AspDotNetStorefront is the only shopping cart your business can't outgrow.

DISCOVER OUR CARTS » FREE TRIAL »

News & Webinars [More »](#)

- What Cyber Criminals Don't Want You To Know About Verified by Visa and 3D Secure [View »](#)
- Google Caps Size of New Feeds [View »](#)
- Webinar Series on Hiatus Until January 2012 [View »](#)
- Low Shopper Needs: is it Hurting Your Online [View »](#)

Sign up, be part of our community

Get product news, exclusive discounts, and more!

Enter Your Email Address [Join »](#)

The Academy [Visit »](#)

Gallery of stores [View Portfolio »](#)

Some beautiful examples of AspDotNetStorefront e-commerce websites.

What our customers are saying...

"I think your product is the best out there. Period. For a

ASPDotNetStorefront - Prices

aspdotnetstorefront 2012 Join us in Oregon this March!
E-COMMERCE CONFERENCE

Login | View Cart (0)

FOLLOW US | [facebook](#) | [rss](#)
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DOTFEED IS NOW MULTI-CHANNEL [LEARN MORE](#)

E-Commerce Storefront Software

aspdotnetstorefront MSx Express
AspDotNetStorefront MS Express
MultiStore Express is our new, entry-level cart - if you are not selling more than 30 products this is the place to start.
\$595.00
[→ LEARN MORE](#)

aspdotnetstorefront MSx MultiStore
AspDotNetStorefront MSx (MultiStore)
The last shopping cart you'll ever need
MSx enables you to easily build and manage hundreds of distinctly branded e-commerce storefronts using a single shared database.
\$1,295.00
[→ LEARN MORE](#)

aspdotnetstorefront MSx MoreStores
MSx - MoreStores
Easily add additional stores to your site
Requires site running base MultiStore version of AspDotNetStorefront.
\$500.00
[→ LEARN MORE](#)

Update Rights
Plan for your future now and save. Reduce the next year's costs of software updates at a single sweep. No matter which version you currently own, you deserve to be able to move through our supported and forthcoming releases without checkbook-fatigue.
\$299.00
[→ LEARN MORE](#)



StainedGlassExpress.com

The screenshot shows the homepage of Stained Glass Express. At the top right, there are navigation links for 'blog', 'cart', and 'checkout'. Below these are contact details: 'CALL US: 207-872-9305 International: 1-800-244-9305' and '10 Railroad Square : Waterville, Me 04901'. A search bar is located below the contact information. The main header features the Stained Glass Express logo, which consists of a stylized 'S' and 'G' in a square. The left sidebar contains a 'Categories' menu with items like 'Gift Card', 'Free Patterns', 'SALE ITEMS', 'Clearance & Overstock', 'Stained Glass', 'Fusing', 'Glass Tools', 'Supplies', 'Books', 'Mosaic', 'Inspiration Kits', and 'Glass Gifts'. Below the categories is a logo for 'The Studio The Glass Academy Events'. At the bottom left of the sidebar is a 'Your Account' section with a 'Sign In' button. The main content area has a 'Stained Glass Express' breadcrumb, a 'Welcome back, Ed Noyes' message, and a 'FIRE BOX SALE' featuring three glass boxes with prices of \$3.72, \$3.30, and \$3.47. Below the sale is a 'Featured products' section showing 'Blue and Purple' glass for \$14.99 with a 'Buy Now' button and a 'See details' link.

blog **cart** **checkout**

CALL US: 207-872-9305 International: 1-800-244-9305
10 Railroad Square : Waterville, Me 04901




Search:

Stained Glass Express

[Stained Glass Express](#)

Welcome back, Ed Noyes

FIRE BOX SALE


\$3.72 **\$3.30** **\$3.47**

The Studio
The Glass Academy
Events

Your Account

[Sign In](#)

Featured products

 **Blue and Purple**
Van Gogh Blue and Purple Glass

Our price: \$14.99

Buy Now

[See details](#)

StainedGlassExpress.com



Home Shopping Cart Blog Our Retail Store Glass Academy Contact Us

Stained Glass, Supplies, and Inspiration!

Info: 207-872-9305 Sales: 800-244-9305

Search: [Advanced search](#) [Sign in](#) [Register](#) [Forgot password?](#)

Categories

- Gift Card
- Free Patterns
- SALE ITEMS
- Clearance & Overstock
- Stained Glass
- Fusing
- Glass Tools
- Supplies
- Books
- Mosaic
- Inspiration Kits
- Precious Metal Clay
- Glass Gifts

Bestsellers

- 4" Square Bevel
- Aqua Lime Pearl Opal
- Aqua Rose Pearl Opal
- Congo Pearl Opal
- 2" Square Bevel

References

Welcome back, Ed Noyes

[the Glass Academy](#) [Custom Cupboard Glass Doors](#) [the Studio](#) [the Blog](#)

Bevel Sale Buy 2 Get 1 Free!

October only



[click for details](#)

1 2 3 4 5 6 < || >

Providing Stained Glass, Supplies and Inspiration since 1988



For 24 years Stained Glass Express has offered an astonishing selection of exciting products. We have everything you need to create that amazing stained glass project you've dreamed about. Skilled artisans and those new to the craft can



Your cart

Cart is empty

Shopping list

[Fast Delivery](#) 

More Information

- Contact us
- Our Story
- Our Staff
- About Us
- Calendar
- Hours
- Directions
- Teach the Teacher
- Glass Academy
- Just for Fun Contest
- Glass Academy Circus
- Glass Academy - One Day
- FAQ
- Privacy statement

StainedGlassExpress.com



[Home](#) |
 [Shopping Cart](#) |
 [Blog](#) |
 [Our Retail Store](#) |
 [Glass Academy](#) |
 [Contact Us](#)

Stained Glass, Supplies, and Inspiration!

Info: 207-872-9305 Sales: 800-244-9305

Search: [Advanced search](#)

[Sign in](#) |
 [Register](#) |
 [Forgot password?](#)

Categories

- ▶ ON SALE!
- ▶ Gifts
- ▶ Gift Card
- ▶ Free Patterns
- ▶ Art Glass
- ▶ Clearance & Overstock
- ▶ Fusing
- ▶ Tools
- ▶ Supplies
- ▶ Books & CDs
- ▶ Mosaic
- ▶ Inspiration Kits
- ▶ Precious Metal Clay

Bestsellers

1. 3"x3"x3" Triangle Bevel
2. 4"x4"x4" Triangle Bevel
3. 5" x 5" x 5" Triangle Bevel
4. 2"x2"x2" Triangle Bevel
5. Fancy Box Feet Filigree

Welcome back, Ed Noyes

the Glass Academy

Custom Cupboard Glass Doors

the Studio

the Blog

March Emerald Sale - Save some Green



Save 30%
March only



Emerald Green Van Gogh Metallic



Uroboros Three Green Mix Ring Mottles

Spectrum Emerald Ice SilverCoat Glass



Bullseye Emerald Green Transparent Irid with Clear Fractures Fusible Glass 90 COE

[click for details](#)

1 2 3 4 5 6

Providing Stained Glass, Supplies and Inspiration since 1988



For 24 years Stained Glass Express has offered an astonishing selection of exciting products. We have everything you need to create that amazing stained glass project you've dreamed about. Skilled artisans and those new to the craft can rely on our terrific discounts and superior service, all backed by our outstanding staff of professional experts. [more](#)



Your cart

Cart is empty

[Shopping list](#)



?

- Contact us
- Our Story
- Our Staff
- About Us
- Calendar
- Hours
- Directions
- Teach the Teacher
- Glass Academy
- Just for Fun Contest
- Glass Academy Circus
- Glass Academy - One Day
- FAQ
- Privacy statement
- Terms & Conditions
- Are You in Business?
- Lamp Light Night
- Just for Fun Stained

StainedGlassExpress.com



The Storefront is **open** [[Close](#)]

[Ed Noyes](#) [[Sign out](#)]

?

[Dashboard](#)

[Orders](#)

[Catalog](#)

[Users](#)

[Shipping and Taxes](#)

[Tools](#)

[Settings](#)

[Content](#)

[More Information](#)

[Main page](#) :: [Products management](#)

Products management

Search for products

Search for pattern:

All words Any word Exact phrase

Search in:

Product title Short description Detailed description Search keywords

Search-and-modify

Export search results to a CSV file

[+ More search options](#)

[Reset filter](#)


In this section

[See also](#)

[Search for products](#)

[Add product](#)

X-Cart Shopping Cart



Features Pricing Extensions Services Help & Docs Our Clients

Take your online store to the X-Treme

Demo Free trial Buy

XTREME SCALABILITY

AS YOU GROW,
X-CART GROWS WITH YOU

<h3>Gold</h3> <p>All you need to launch a successful online store</p>	<h3>Gold Plus</h3> <p>More features to drive customer loyalty and increase sales</p>	<h3>Platinum</h3> <p>Improved product capability and multiple admins for your mall</p>	<h3>Enterprise</h3> <p>Fully customized solutions for your enterprise business</p>
---	--	--	--

Your store on Facebook

Extend your reach and leverage the power of social media with our fCommerce • Go service that allows you to quickly and easily publish your entire catalog to Facebook. Choose the plan that's right to meet the needs – and budget – of your business.

Awesome Design Templates

Get your store up and running fast – without breaking the bank. Take a peek at all the great design templates we offer, then choose your fave and start customizing. No programming knowledge needed – we promise!

PrestaShop Shopping Cart

Contact (9am-6pm EST) +1-888-947-6543 English DOWNLOAD Help with my Project

PRESTASHOP
The Best E-Commerce Experience

Search:

▶ Sign In
▶ Create an Account

Discover Community Resources Services Partners News Portfolio Forum Add-ons

125,000+

Online Stores Worldwide!

PrestaShop is used in over 150 countries and translated into 51 languages

★ **BROWSE SHOWCASE**
200+ selected shops!

1 2 3 4 5 6 7

Already **2,000,883** Downloads!

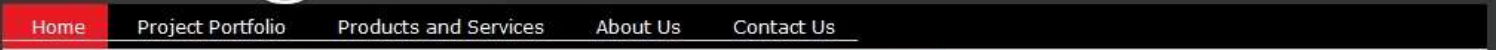
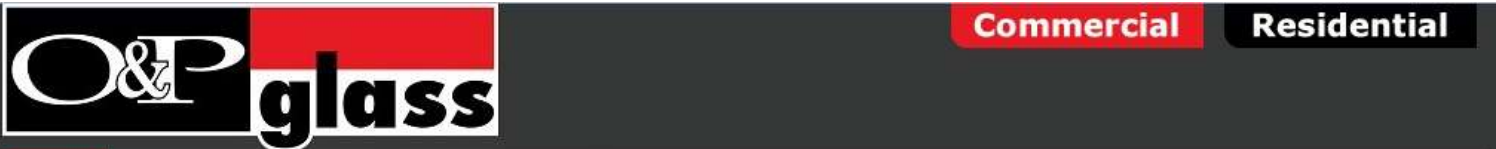
O&P Glass

- One of 3 commercial glass subcontractors in Maine
- Large multi-million \$ projects are ~90% of their revenue
- 30+ years in business and growing
- Everything glass – windows, auto glass, skylights, bath enclosures, blast mitigation glazing, sun rooms, garage doors, etc.

O&P Glass - Objectives

- Improve image and visibility to out of state contractors
- Showcase portfolio of projects
- Create stronger association with Augusta market (from Manchester, Maine)
- Eliminate confusion between commercial and retail divisions

AugustaMaineGlass.com



Woolwich: Woolwich, Maine - Curtainwall featuring between the glass electric louvers, windows, fiberglass sandwich panel assembly canopy, and fire rated glazing.



Falmouth Elementary: Falmouth, Maine - Project features glulam beams going through curtainwall, and raked curtainwall.



Waterville High School: Waterville, Maine - Curtainwall project with fiberglass sandwich panel canopy, skylight and extensive fire rated scope.



Bedard: Auburn, Maine - Structural sealant glazed curtainwall, ribbon window system, interior vestibule and glass railing by O&P.



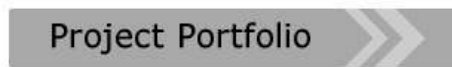
Dominican Block: Lewiston, Maine - Historic reproduction windows by O&P Glass.

O&P Glass is the Augusta, Maine Choice for Glass.

O&P Glass is Central Maine's full service glazing company, specializing in large scale commercial glass projects. Our contract products and professional services include curtain walls, fiberglass sandwich panels, composite panels, storefronts, fire rated glazing, skylights, aluminum windows, and blast mitigation products. When it comes to anything glass O&P Glass always has a proven and superior solution. Our expertise even extends to historical windows and stained glass. Our amazing portfolio is full of successful projects. Contact us and we will explain how we can benefit your project with our quick, reliable, and safe workmanship.

Visit our Residential Glass Division in Manchester, Maine whenever you need vinyl windows, auto glass, windshield repairs, bath enclosures, garage doors, patio rooms & doors, skylights, glass countertops, entrances, mirrors, and even light fixtures. Contact us and we will surprise you with unparalleled service, sensational products, and competitive prices.

Stained Glass Express in Waterville, Maine is a member of our O&P Glass family and has an enormous selection of stained glass supplies and unique gifts,



AugustaMaineGlass.com



Commercial

Residential

Home

Project Portfolio

Products and Services

About Us

Contact Us

O&P Glass Portfolio



Woolwich High School, Woolwich Maine



Woolwich High School



Woolwich High School



Falmouth High School, Falmouth, Maine



Falmouth High School



Falmouth High School



AugustaMaineGlass.com

O&P glass Commercial Residential

Home Project Portfolio **Products and Services** About Us Contact Us

Storefront

O&P Glass is a state-wide leader in fabrication and installation of aluminum storefront framing with over 30 years of experience. Whether your need is for an exterior entrance package or for a full storefront O&P Glass will fabricate in-house and install to suit your needs.

Storefronts Curtainwall Fire Rated Glazing Blast Mitigation Glazing Skylights Fiberglass Sandwich Panels Historical Windows Aluminum Windows Composite Panels Local Service Stained Glass

O&P Glass Products and Services from Augusta Maine

Oakes and Parkhurst Glass is a full service glazing company located in Manchester, Maine. We specialize in vinyl windows, curtain wall, skylights, auto glass, patio rooms, aluminum entrances and storefronts, bath enclosures, garage doors and auto glass.

As a family owned business with over 30 years experience we pride ourselves in quality workmanship and competitive pricing. Thanks for visiting our

AugustaMaineGlass.com



Commercial

Residential

Residential Home

Products and Services

What People Say

About Us

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Find Us



Residential Windows. Energy efficient vinyl and wood windows from O&P are excellent ways to update the look of your home.



Patio Rooms. A patio room is your solution for enhancing your living space.



Auto Glass. Don't let an unsafe windshield installation undermine your safety precautions.



Bath Enclosures. Make a decorative addition to your new or remodeled bathroom with a custom bath or shower enclosure.



Garage Doors. We service and install garage doors and garage door openers of many makes and models.



Store Fronts. O&P Glass is a leader in fabrication and installation of storefront framing with over 30 years of experience.

O&P Glass is the Augusta, Maine Choice for Glass.

More Products >>>

Visit our Residential Glass Division in Manchester, Maine whenever you need vinyl windows, auto glass, windshield repairs, bath enclosures, garage doors, patio rooms & doors, skylights, glass countertops, entrances, mirrors, and even light fixtures. Contact us and we will surprise you with unparalleled service, sensational products, and competitive prices.

Stained Glass Express in Waterville, Maine is a member of our O&P Glass family and has an enormous selection of stained glass supplies and unique gifts, sure to inspire anybody. Browse the catalog at stainedglassexpress.com or visit the astonishing retail store.

O&P Glass is Central Maine's full service glazing company, specializing in large scale commercial glass projects. Our contract products and professional services include curtain walls, fiberglass sandwich panels, composite panels, storefronts, fire rated glazing, skylights, aluminum windows, and blast mitigation products. When it comes to anything glass O&P Glass always has a proven and superior solution. Our expertise even extends to historical windows and stained glass. Our amazing portfolio is full of successful projects. Contact us and we will explain how we can benefit your project with our

AugustaMaineGlass.com

O&P glass

Commercial Residential

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Auto Glass

You buy a safe car, put you, your children, and passengers in seat belts and you drive carefully. Don't let an unsafe windshield installation undermine your precautions. These are some things you should know about auto glass installation. Click on the picture for more information about auto glass safety. Click on the picture to for more information.

[Residential Windows](#) [Bath Enclosures](#) [Auto Glass](#) [Garage Doors](#) [Patio Rooms](#) [Patio Doors](#) [Skylights](#) [Storefronts](#) [Custom](#) [Stained Glass](#)

O&P Glass Residential Products and Services

Oakes and Parkhurst Glass is a full service glazing company located in Manchester, Maine. We specialize in vinyl windows, curtain wall, skylights, auto glass, patio rooms, aluminum entrances and storefronts, bath enclosures, and garage doors.

As a family owned business with over 30 years experience we pride ourselves in quality workmanship and competitive pricing. Thanks for visiting our

AugustaMaineGlass.com OPGlass.com

Keywords: “Augusta” “Maine” “Glass”

Exact Match Domain = augustamaineglass.com

augustamaineglass.com



opglass.com



```
<meta  
HTTP-EQUIV="REF  
RESH" content="0";  
url=http://www.augus  
tamaineglass.com/in  
dex.php">
```

AugustaMaineGlass.com
OPGlass.com



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Sept. 15, 2012 –

augustamaineglass.com launched

Sept. 27, 2012 –

Google rolls out update to Panda Algorithm targeting EMD.

AugustaMaineGlass.com tanks in Google results.

Search “Augusta Maine Glass”

Google: opglass.com ranks #3
(blacklists augustamaineglass.com)

Bing: augustamaineglass.com #1

Yahoo: augustamaineglass.com #1

Google Refines Panda



Search “Augusta Maine Glass”

[O&P Glass: Augusta Maine Glass](#)

www.opglass.com

O&P Glass is **Augusta, Maine's** choice for **glass**. Located in Central Maine we specialize in commercial **glass** & residential **glass**, including auto & window **glass**.

[Portland Glass of Augusta - Glass: Maine, New Hampshire, Vermont ...](#)

www.portlandglass.com/stores/Portland-Glass-of-Augusta/

Portland Glass of **Augusta, ME** is located between Sears and Margaritas on the same side of the road, less than 1/4 of a mile off the interstate. Within 1 mile are ...

[American Glass Company in Maine | Commercial, Residential ...](#)

americanglassme.com/

With three convenient locations in Waterville, **Augusta** and Skowhegan, we're always ready with 24 hour emergency ... American Glass Company - **Maine** ...

[PORTLAND GLASS OF AUGUSTA](#)

www.portlandglass.com/

[Google+ page](#)

[Walmart Supercenter](#)

www.walmart.com/.../ca_storefinder_details_s...

3 Google reviews

[Smart EyeCare Center](#)

www.smarteyecare.com/

[Google+ page](#)

[Safelite Auto Glass](#)

www.safelite.com/

[Google+ page](#)

[Sears Optical](#)

www.searsoptical.com/

[Google+ page](#)

[Rodrigue & Associates Eyecare Center](#)

www.rodriqueeyecare.com/

2 Google reviews

[Smith Bradford D OD](#)

plus.google.com

[Google+ page](#)

[More results near Augusta, ME »](#)

[About Augusta Maine Glass - O&P Glass](#)

augustamaineglass.com/about-us-augusta-maine-glass.php

O&P Glass is **Augusta, Maine's** choice for **glass**. Located in Central Maine we began in 1979, providing commercial and residential **glass** services ever since.



Search “Augusta Maine Glass”

bing

augusta maine glass



255,000 RESULTS

[Glass near Augusta, Maine](#)

[bing.com/local](#)



1. [Portland Glass Company - Website](#) - (207) 623-3836
372 Western Ave - Augusta - [Directions](#)
2. [Diamond Auto Glass and Safeli... - Website](#) - (207) 629-9003
251 State St - Augusta - [Directions](#)
3. [Woodmaster of Maine Inc - Website](#) - (207) 622-3111
499 Riverside Dr - Augusta - [Directions](#)
4. [Diamond Triumph Glass - Website](#) - (207) 629-9003
251 State St - Augusta - [Directions](#)

[Augusta Maine Glass - O&P Glass](#)

[augustamaineglass.com](#)

O&P Glass is Augusta, Maine's choice for glass. Located in Central Maine we specialize in commercial glass & residential glass, including auto & window glass.

[American Glass Company in Maine | Commercial, Residential & ...](#)

[americanglassme.com](#)

... reliable, and trusted service, American Glass in Maine is the place to fill all your glass repair and replacement needs! ... Augusta and Skowhegan, ...

[Products and Services - Augusta Maine Glass - O&P Glass](#)

[augustamaineglass.com/products-services-glass-augusta-maine.php](#)

O&P Glass in Augusta, Maine - projects include storefronts, curtainwall, fire rated glazing, blast mitigation, skylights, fiberglass sandwich panels, historical ...

Search “Augusta Maine Glass”

YAHOO! Web Images Video Local Shopping News More

augusta maine glass

SafeSearch - On

252,000 results for augusta maine glass

Maine Glass at top prices | BEST-PRICE.com Sponsored Results
Compare prices at BEST-PRICE.com & save up to 75% on Maine Glass now!
www.Main-Glass.BEST-PRICE.com

Glass near Augusta ME [\(Change Location\)](#)

Nearby City
All (86) [Augusta \(32\)](#) [Hallowell \(4\)](#) [Farmingdale \(5\)](#) [Manchester \(2\)](#) [Chelsea \(3\)](#) [Gardiner \(3\)](#) [Readfield \(2\)](#)


- 1 Beacon Auto Glass - Info**
local.yahoo.com
(207) 512-4432 - Augusta, ME
- 2 Portland Glass of Augusta - Info**
portlandglass.com Open now till 5 PM
(207) 623-3836 - 372 Western Ave, Augusta, ME
- 3 Sunrise Glass Company - Info**
sunriseglass.com
(207) 594-5800 - 99 Bangor St, Augusta, ME
- 4 Safelite Auto Glass - Info**
elocalisting.com
(888) 627-2735 - 251 State St, Augusta, ME
- 5 American Glass Company - Info**
local.yahoo.com
(207) 622-3897 - 2 State St, Augusta, ME

[804 More Local Results...](#)

Augusta Maine Glass - O&P Glass
O&P Glass is Augusta, Maine's choice for glass. Located in Central Maine we specialize in commercial glass & residential glass, including auto & window glass.
augustamaineglass.com - [Cached](#)

American Glass Company in Maine | Commercial, Residential ...
... reliable, and trusted service, American Glass in Maine is the place to fill all your glass repair and replacement needs! ... Augusta and Skowhegan, ...
americanglassme.com - [Cached](#)

Products and Services - Augusta Maine Glass - O&P Glass
O&P Glass in Augusta, Maine - projects include storefronts, curtainwall, fire rated glazing, blast mitigation, skylights, fiberglass sandwich panels, historical ...
augustamaineglass.com/products-services-glass-augusta... - [Cached](#)



AugustaMaineGlass.com

OPGlass.com

Google Lessons

- EMDs are okay BUT.....
 - Keep content valuable, original, relevant, and quality.
 - Look natural. Penalty if you “over-optimize”.
 - Don’t pack keywords (2% density seems to work best).
 - Don’t link farm or use spammy-looking backlinks.
 - Link to authority sites that enhance reader experience.
 - Use internal links if you have lots of content.
 - Go social – Acceptance is proof that content is useful.
 - Google likes images and video.

Working with Web Developers

- ~~DIY (Do It Yourself) Systems~~
- *Brochure Sites +*
- CMS (Content Management Systems)
- Outsource
- In-House Development
- Software Customization

Remember: Register your domain yourself!

Web Developer Advantages vs. DIY

- Expertise
- Personal Consultation
- Custom Design
- Web Service Applications
- Fast Deployment
- Marketing Support
- SEO
- Scalability
- Ownership
- Technical Support
- Your Time and Opportunity Costs

Web Developer Options: In Person & Local vs. Online Services

- **Expertise**
 - Local – Get credentials from meeting.
 - Online – Often anonymous and unknown.
- **Personal Consultation**
 - Local – Yes. Can get to know your business.
 - Online – Limited.
- **Custom Design**
 - Local – Yes.
 - Online – Works from templates.

Web Developer Options: In Person & Local vs. Online Services

- Web Service Applications
 - Local – Usually anything is possible.
 - Online – Restricted.
- Fast Deployment
 - Local – Yes. Can adapt to your needs.
 - Online – Yes. According to their specifications.
- Marketing Support
 - Local – Yes. Based on what you need/want.
 - Online – Coupons.

Web Developer Options: In Person & Local vs. Online Services

- **SEO**
 - Local – Customized.
 - Online – Limited.
- **Scalability**
 - Local – Yes.
 - Online – Usually.
- **Ownership**
 - Local – You.
 - Online – Subscription. You cannot download/transfer the site.
- **Technical Support**
 - Local – Yes. Phone, Email, Chat
 - Online – Yes. FAQ, Forums, Chat, Email, Phone

What to Ask a Web Developer

- Where will my site be hosted?
- How much bandwidth will my site have?
- How much disk space will my site have?
- How many email accounts can I have?
- Are MySQL and MS-SQL databases included?
- Do you provide a control panel?
- Who owns the files?
- How many ftp accounts can I have with upload and download rights?
- What support is included?

Privacy – Facial Recognition

http://www.youtube.com/watch?v=I_nacxK2UIM&feature=related



Privacy – Facial Recognition

<http://www.youtube.com/watch?v=HoiTGm7--Q0>



Google's New Privacy Policy

- Updated March 1, 2012
- Covers All Google Platforms:
 - Search
 - G-Mail
 - YouTube
 - Google Maps
 - Google+
 - Chrome
 - Android OS
 - Wallet
 - Picasa

Google's New Privacy Policy

- Information Collected
 - Name
 - Email
 - Phone Number
 - Credit Card
 - Photo
 - Hardware Model and Identifiers
 - Search Queries
 - Phone Calls – Who You Call/Time/ Date/Length
 - GPS or WiFi Connection to Identify Location
 - Email tracking with Pixel Tags (Web Beacons)

Collusion

<http://www.privacyscore.com/>



A privacyscore estimates the privacy risk of using a website based on how they handle your personal and tracking data.



Average privacyscore (all sites monitored)



1,705 sites monitored
613 trackers watched
12,200,138 tracking events

Collusion

Collusion

By: @toolness

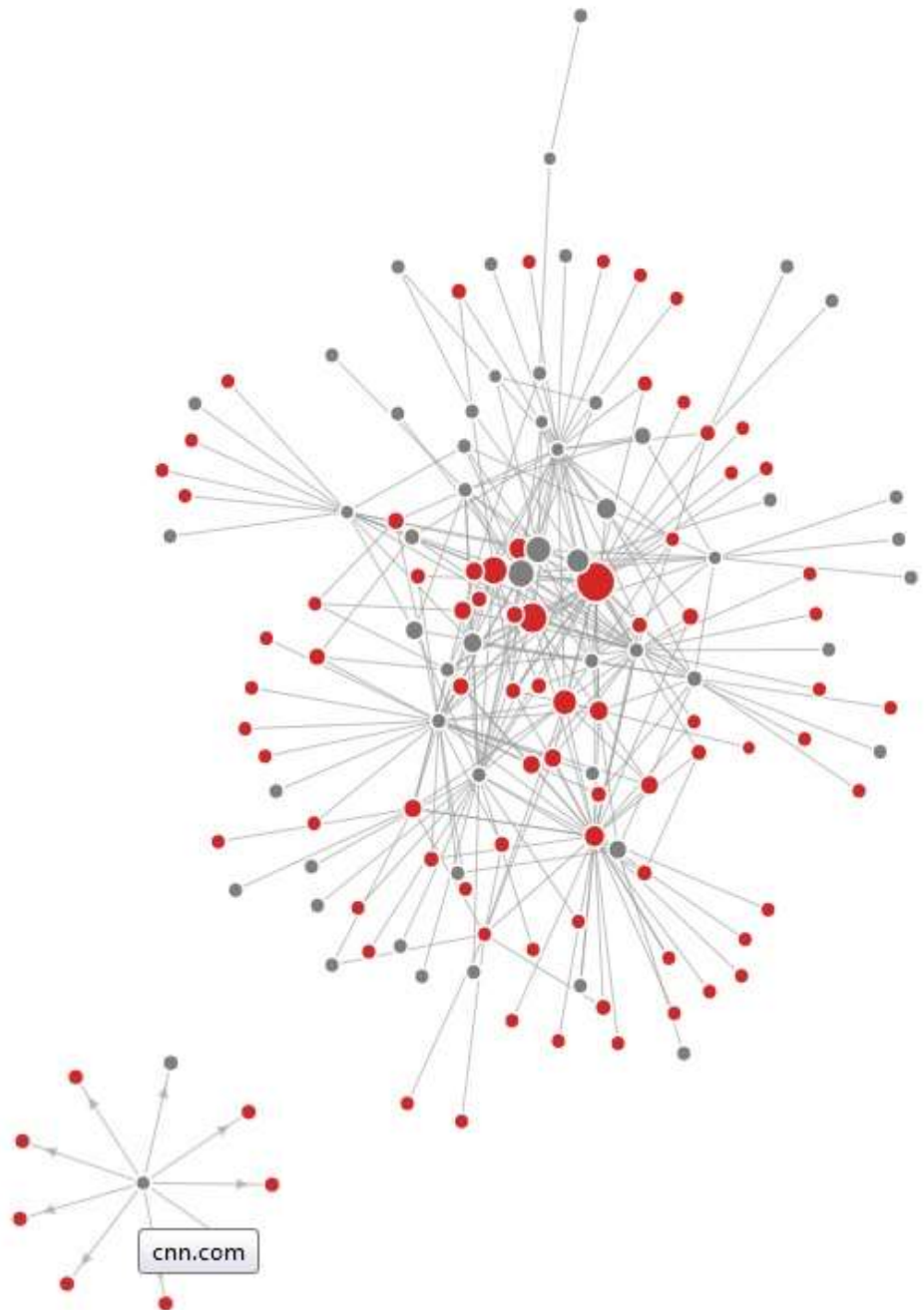
Keep browsing the web. As you do so, a graph on this page will change. Each dot represents a website.

Sites in **red** are confirmed trackers by privacychoice.org. Sites in **gray** are not, but this doesn't necessarily mean they don't collect data on you.

Hover your mouse over the dots to learn more about them.

Reset Graph

Privacy Policy When you're using the add-on, we collect sites you visit solely to show you how they're connected. We don't keep them and don't give away the information to anyone except you.

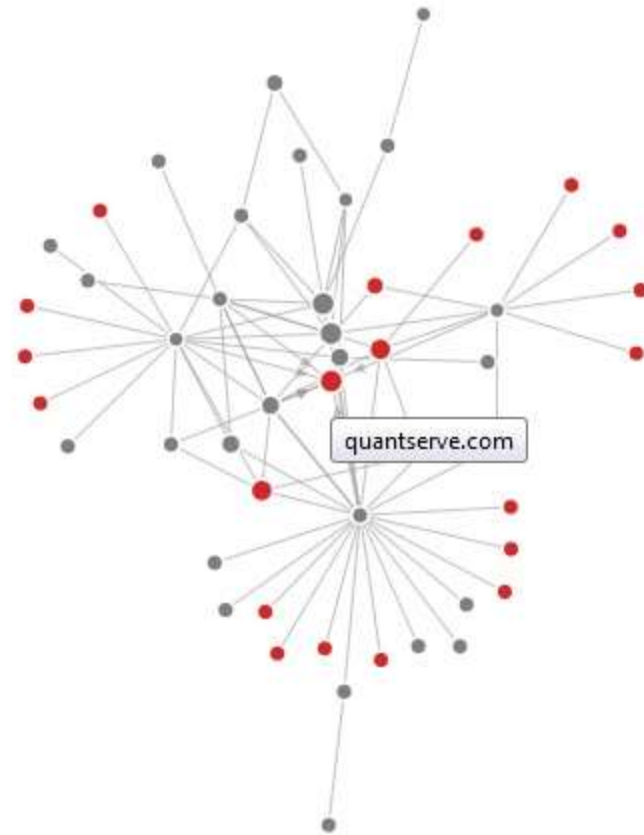


Collusion

qu^{an}tcast

The site quantserve.com tracks your behavior across the following websites.

- cnn.com
- linkedin.com
- rajan.com
- mashable.com
- socialmediaexaminer.com
- disqus.com



Collusion

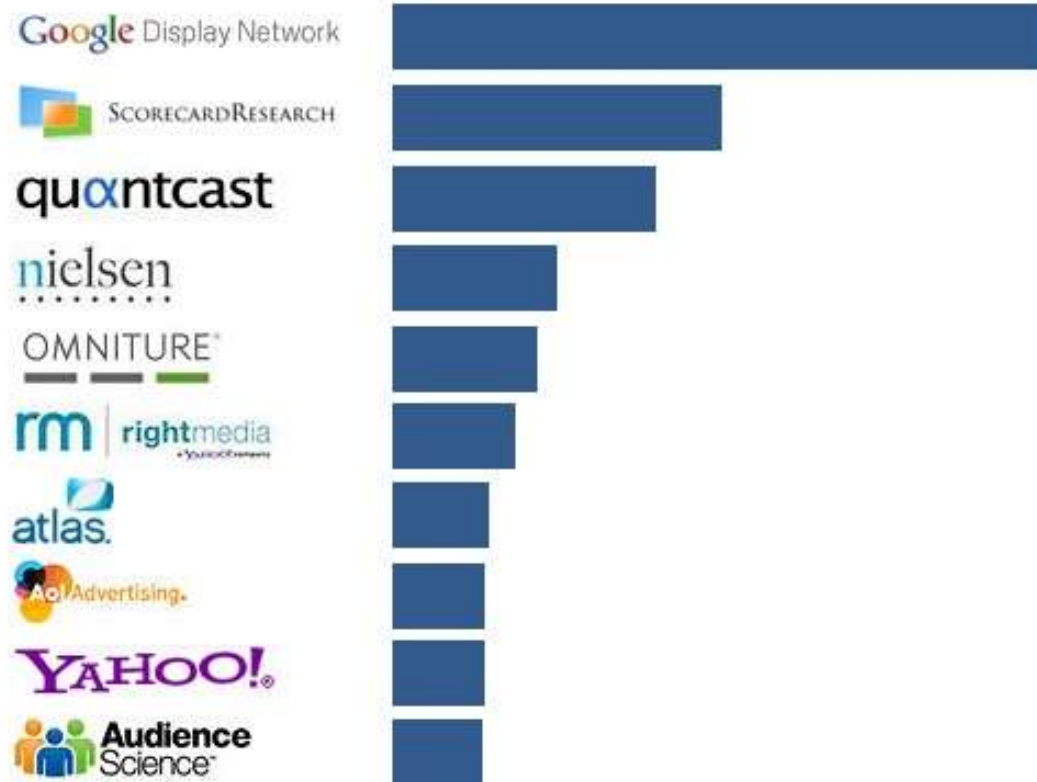
Most trackers per page



These sites have the highest average trackers per page

Collusion

10 busiest trackers



These trackers are the most prevalent on sites visited by our panel

Collusion

privacychoice trackerlist



How we score

Anonymity +20

You are anonymous (identity info is separated from activities or not collected)

▶ Excerpts

Google Display Network
Ad network or exchange
Ad delivery and operations



Company site

Privacy policy

Contact

Boundaries +5

No use of race, sexuality, religion, health or sensitive financial info

▶ Excerpts

Retention +10

IP address logs anonymized after 9 mos.; cookies 18 mos.

▶ Excerpts

Choice +5

This company offers an opt out (not verified to stop tracking)

This company does not confirm that it honors Do Not Track.

Oversight +10



Tracking domains

2mdn.net
doubleclick.net
googleadservices.com
googlesyndication.com
yimg.com

Tracking methods

Browser cookies
IP addresses
Local stored objects
Flash cookies

Recently seen here

thomasnet.com
facebook/ravenskyecity
facebook/zombielane
facebook/lexulous
facebook/the feud

Google Display Network (DoubleClick) ▾

Select tracking domain ▾

Google Display Network (DoubleClick)

Many websites, such as news sites and blogs, join the Google Display Network, which enables Google to show ads on their sites. Based on your visits to these websites, Google uses an advertising cookie (from DoubleClick) to associate your browser with interest and demographic categories. Google then uses these categories to show interest-based ads on these websites. Google's Ads Preferences Manager lets you edit these categories associated with your browser.

Corrections, API and Terms of Use

Please [contact us](#) to report errors in this listing. The trackerlist dataset and choice platform are available via API for use in other applications. [Contact us](#) for details. No automated access is otherwise permitted. Please read our [Terms of Use](#).

Chill Zone – Welcome Page



You, the Chill Zone fans, created it!
welcome the newest flavor
to the Chill Zone family...
pinkasaurus!



Cumberland Farms Chill Zone
156,974 likes · 300 talking about this

Like Message

Food/Beverages
Chill Zone, the only place in the world that lets you mix up any drink you can think of, frozen or fountain, for just 89 cents any size. Go to Cumberland Farms and Mix Up

About Photos Events Customer Service Videos

1

Chill Zone – Welcome Page

facebook

Cumberland Farms Chill Zone • Welcome! Like

Food/Beverages

chill zone like this page

meet the frozen flavors

awesome fan photo!

Well

Info

Friend Activity

Photos

Customer Service

Welcome!

Events

Questions

Poll

MORE+

About

Chill Zone, the only place in the world that lets you mix up any drink you...

More

152,400

like this

180

Cumberland Farms Chill Zone

- Targeting Teenagers
 - Weekly giveaways
 - Facebook Ads
 - Free “Chill Zone Day” Challenge
 - Get to 50,000 fans
 - Reached 70,000 fans in 3 months
- Continuing Engagement
 - Polls
 - Solicit flavor suggestions
 - Grand opening events tied to fundraisers
 - Photo contests
 - Database with profile information
 - Email blasts
 - Text messages

Chill Zone - Wall

facebook
Ed Reyes Find Friends Home



Cumberland Farms Chill Zone Like

Food/Beverages

Write something...

Post Photo



Paul Hewska

Would love to see Dr. Pepper as one of the choices for a beverage in Palmer MA.

Like · Comment · Sunday at 9:11pm · 0

Like

Cumberland Farms Chill Zone Thanks Paul! If you'd like to submit your request on our Customer Service tab we'll make sure it gets to the right peeps! :) Just click here: http://www.facebook.com/chillzone/likeapp_277032785870671

Yesterday at 8:00pm · Like · 0



Pat Reynolds

It would be awesome if you guys got 2 liter Chilizone soda bottles!

Like · Comment · Saturday at 5:07pm · 0

Like

Cumberland Farms Chill Zone Hey Pat, thanks for the totally chill idea! We'll send that on to our Chief Chill Zone Mixologist. :)

Saturday at 5:26pm via mobile · Like · 0

Pat Reynolds Thank you for sending that because I would love to be able to use it for lunch and dinner and have multiple glasses of it. :)

Saturday at 5:27pm · Like



Shawn Lamphier

stoped in the one on main it closest to webster ma havent got as many fountain drinks letley walked in well getting soda one of the ones working on refilling the coffee bar goes havent seen u in a long time all the cuford ma stores and dudley and leicester ma stores even the ones been to in alburn have great employes always feel welcomed but u need another collectors cup

Like · Comment · Saturday at 4:46pm · 0

Like

Wall

- Info
- Friend Activity
- Photos
- Customer Service
- Welcome!
- Events
- Questions
- Poll
- MORE

About

Chill Zone, the only place in the world that lets you mix up any drink you...

152,400 like this

180

Sponsored Create an Ad

New in Portland-mel [groupon.com](#)

1 HUGE Groupon daily.

Explore Yearbooks [65a.yearbookandnews.com](#)

See if we have your yearbook!

Banned Game!

Nothing can hold you back here! PLAY NOW!

Public Arrest Records [instantcheckmate.com](#)

Did you know arrest records are posted online? Two steps: 1) Enter a Name and State 2) Subscribe to access results instantly.

Diabetes Shockler [30daydiabetes.cure.com](#)

Breakthrough treatment twice as effective as leading Type 2 Drug. Able to Reverse diabetes in 30 days or less.

FishingBeast [fishingbeast.com](#)

Fishing Superstore. Selling Fishing Rods, Lures, Apparel and Gifts. Great online fishing store with great prices

Chill Zone – About Us



The image shows a screenshot of the Facebook page for Cumberland Farms Chill Zone. The page features a large image of a blue and pink Chill Zone drink cup on the left. The main content area includes a search bar, a 'Like' button, and a 'Create a Page' button. Below these are several sections: 'Basic Information' with an 'About' section, 'Company Overview', and 'Description'; 'Products' with a list of frozen flavors; 'People You May Know' with a list of friends; 'Sponsored' with an advertisement for Maine Online Degrees; and 'Arrest Records: Public?' with a link to a website. The page also shows the number of likes (152,400) and comments (180) for the post.

facebook Search Ed Hoyes Find Friends Home

Cumberland Farms Chill Zone Like Create a Page

Food/Beverages



Basic Information

About Chill Zone, the only place in the world that lets you mix up any drink you can think of, frozen or fountain, for just 79 cents any size. Go to Cumberland Farms and Mix Up Yours today. <http://www.cumberlandfarms.com/>

Company Overview Find Stores Near You! <http://www.cumberlandfarms.com/FindaStore>

Description This page is dedicated to Chill Zone and those that love it! Mix Up Yours.

Mission This Page is dedicated to Cumberland Farms' Chill Zone – if you love Chill Zone or any of the Chill Zone flavors/products this Page is for you!

We want this to be your community and we encourage you to engage with your fellow fans and us. We will leave what you share here, as long as it relates to the topics covered on this Page. However, we reserve the right to edit or remove any materials that we deem to be inappropriate, offensive or spam. If you keep it chill, we'll keep it there.

Please note that anything you post on our fan Page may be used on the Chill Zone Page, The Chilliest profile picture or in any Cumberland Farms location. You must have the rights to post any submitted material. By posting material, you are representing to us that you have the legal right to post such material.

Keep Chillin'!

The Chill Zone Facebook Crew

Products The Chill Zone, the only place in the world that lets you mix up any drink you can think of, frozen or fountain, for just 89 cents any size. Go to Cumberland Farms and Mix Up Yours today.

Check out these frozen flavors you can mix:

- Berry Backlash
- Cotton Candy Commander
- Lemonade
- Lotta Melon
- Mad Cola
- Monkey Freeze
- NRG Kick
- Purple Pylons
- Razz Lemon
- Real Blue

People You May Know See All

- 3 mutual friends Add Friend
- 1 mutual friend Add Friend
- 14 mutual friends Add Friend
- 15 mutual friends Add Friend

Sponsored Create an Ad

Maine Online Degrees online.maine.edu

Now you can earn an accredited degree from a University of Maine System campus entirely online! Learn more.

Arrest Records: Public? indiancheckmate.com

Did you know arrest records are posted online? Two steps: 1) Enter a Name and State 2) Subscribe to access results instantly.

152,400 like this

180 comments

Chill Zone – “Customer Service”

facebook Search

Cumberland Farms Chill Zone · Customer Service

Like

Food/Beverages



got a question or comment for chill zone?

first name*

last name

email address*

email me about new products, promotions & contests (check box if "yes")

birthdate

store location (please include if your feedback is about a specific store)

select from dropdown menu

additional information

mobile phone

text me about new products, promotions & contests (check box if "yes")

submit

Wall

Info

Friend Activity

Photos

Customer Service

Welcome!

Events

Questions

Poll

More

About

Chill Zone, the only place in the world that lets you mix up any drink you...

More

152,400 like this

180

Chill Zone - Probable Objectives

- Immediate sales boost – Free Chill Zone Days produced increased revenue and profits.
- Targeted ongoing promotions
- Build brand loyalty
- Lifetime value of young fans
 - Gas buyers when old enough to drive
 - Eventually become convenience shoppers

229 Facebook Friends

- 22% were people from high school
 - 12% extended family
 - 10% coworkers
 - 9% college friends
 - 8% immediate family
 - 7% people from voluntary groups
 - 2% neighbors
- Over 31% did not fit these categories (includes some friends-of-friends and other “dormant” ties that may later become active).

Why Do People Use Facebook?

- The need to belong
- The need for self-presentation

Source: Nardkarni and Hofmann, Boston University
Personality and Individual Differences, 2/2012

Major Reasons People Use Social Media

- 67% Staying in touch with current friends.
- 64% Staying in touch with family members.
- 50% Connecting with old friends you've lost touch with
- 14% Connecting with others with shared hobbies or interests
- 9% Making new friends
- 5% Reading comments by celebrities, athletes, or politicians
- 3% Finding potential romantic or dating partners

Source: Pew Research Why Americans Use Social Media 11/15/11

Less than 3% Say They Use Social Media to Connect with a Brand or Make a Purchase

- Does that make Social Media ineffective for marketing and advertising?
- Do people say they use these media to “connect with a brand or make a purchase”?
 - TV
 - Radio
 - Newspaper

Social Media is Where People Are

- Today more people will spend more time on Facebook than on all these sites combined:
 - Google
 - Yahoo
 - MSN
 - Amazon
 - YouTube

World's Largest Cocktail Party

- Anyone can talk to anyone
- Join any topic of conversation

- Instead of a few conversations with a handful of people, you can have many more conversations with thousands of people.

Metaphor by Dave Kerpen, Likeable Media

Facebook as a Front Porch

- Meet people as they walk by on the way to the library of theater
- Offer them a glass of lemonade
- Add value first to give them a reason to want to spend time with you
- Engage and exchange thoughts

- Facebook like the front porch is not a marketplace
- People don't go there to shop

Metaphor by Perry Marshallia

Push vs. Pull Marketing

- Push Marketing
 - Traditional TV, radio, newspaper, AdWords
 - You control the message
- Pull Marketing in Social Media
 - Go where ideal customers are
 - Listen
 - Engage
 - Customer is in control
 - Let customer pull you in

How to Get Pulled In

- Find ways to listen
- Engage and entertain
- Show what is unique
- Tell stories about who you are and what you do that is special
- Give value
- Don't try to sell
- Be responsive
- Make yourself likeable and interesting
- Let them opt for you
- When ready your customer will choose you

Facebook Ads

Advertise on Facebook


What do you want to advertise?

[Learn More About Advertising](#)

Choose a Facebook destination or enter a URL:   Suggest an ad

What would you like to do?


[Learn More About Objectives](#)

 Get More Page Likes Build a bigger audience. 	 Promote Page Posts Get people to see and engage with your important messages. 	 See Advanced Options Configure advanced creative and pricing options, such as bidding for clicks (CPC). 
--	---	---

Your Ad

Headline: (?) 3 characters left

Text: (?) 0 characters left

Landing View: (?) 

Images: (?)  100 px x 72 px

or Choose From Image Library

Right Column Preview

Help for Entrepreneurs



Let's talk. We want to partner up with energetic entrepreneurs. Click here for details.

You like Actgo360.



Facebook Ads

Choose Your Audience

[Learn More About Targeting](#)

Location: [?]

Country
 State/Province
 City
 Zip Code

Age: [?] - Require exact age match [?]

Gender: [?] All
 Men
 Women

Precise Interests: [?]

Broad Categories: [?]

Activities	<input type="checkbox"/> Cooking
Business/Technology	<input type="checkbox"/> Dancing
Ethnic	<input type="checkbox"/> DIY/Crafts
Events	<input type="checkbox"/> Event Planning
Family Status	<input type="checkbox"/> Fast Food Diners/QSR
Interests	<input type="checkbox"/> Food & Dining
Mobile Users (All)	<input type="checkbox"/> Frequent Casual Diner
Mobile Users (Android)	<input type="checkbox"/> Gaming (Console)
	<input type="checkbox"/> Gaming (Social/Online)

Connections: [?] Anyone
 Only people connected to Actgo360
 Only people not connected to Actgo360
 Advanced connection targeting

Friends of Connections: [?] Target people whose friends are connected to

[See Advanced Targeting Options](#)

Audience

160,519,200 people

- who live in the United States
- who are not already connected to Actgo360

Facebook Ads

Choose Your Audience

[Learn More About Targeting](#)

Location: (?!)

Country
 State/Province
 City
 Zip Code

Include cities within miles

Age: (?!) - Require exact age match (?!)

Gender: (?!) All
 Men
 Women

Precise Interests: (?!)

Broad Categories: (?!)

Activities	<input type="checkbox"/> Cooking
Business/Technology	<input type="checkbox"/> Dancing
Ethnic	<input type="checkbox"/> DIY/Crafts
Events	<input type="checkbox"/> Event Planning
Family Status	<input type="checkbox"/> Fast Food Diners/QSR
Interests	<input type="checkbox"/> Food & Dining
Mobile Users (All)	<input type="checkbox"/> Frequent Casual Diner
Mobile Users (Android)	<input type="checkbox"/> Gaming (Console)
	<input type="checkbox"/> Gaming (Social/Online)

Connections: (?!) Anyone
 Only people connected to Actgo360
 Only people not connected to Actgo360
 Advanced connection targeting

Friends of Connections: (?!) Target people whose friends are connected to

Audience

201,180 people

- who live in the United States
- who live within 50 miles of Waldoboro, ME
- who are not already connected to Actgo360

Facebook Ads

Choose Your Audience

[Learn More About Targeting](#)

Location: (*)

Country
 State/Province
 City
 Zip Code

Include cities within miles

Age: (*) - Require exact age match (*)

Gender: (*) All
 Men
 Women

Precise Interests: (*)

Broad Categories: (*)

Activities	▶	▲	<input type="checkbox"/> Computer Programming
Business/Technology	▶		<input type="checkbox"/> Owners of Old Computers
Ethnic	▶	≡	<input type="checkbox"/> Personal Finance
Events	▶		<input type="checkbox"/> Real Estate
Family Status	▶		<input type="checkbox"/> Science/Technology
Interests	▶		<input type="checkbox"/> Small Business Owners
Mobile Users (All)	▶		<input type="checkbox"/> Technology Early Adopters
Mobile Users (Android)	▶	▼	

Connections: (*) Anyone
 Only people connected to Actgo360
 Only people not connected to Actgo360
 Advanced connection targeting

Friends of Connections: (*) Target people whose friends are connected to

Audience

171,040 people

- who live in the United States
- who live within 50 miles of Waldoboro, ME
- age 25 and older
- who are not already connected to Actgo360

Facebook Ads

Choose Your Audience

[Learn More About Targeting](#)

Location: [?]

Country
 State/Province
 City
 Zip Code

Include cities within miles

Age: [?] - Require exact age match [?]

Gender: [?] All
 Men
 Women

Precise Interests: [?]

Broad Categories: [?]

Activities	▶	<input type="checkbox"/> Computer Programming
Business/Technology	▶ 1	<input type="checkbox"/> Owners of Old Computers
Ethnic	▶	<input type="checkbox"/> Personal Finance
Events	▶	<input type="checkbox"/> Real Estate
Family Status	▶	<input type="checkbox"/> Science/Technology
Interests	▶	<input checked="" type="checkbox"/> Small Business Owners
Mobile Users (All)	▶	<input type="checkbox"/> Technology Early Adopters
Mobile Users (Android)	▶	

Connections: [?] Anyone
 Only people connected to Actgo360
 Only people not connected to Actgo360
 Advanced connection targeting

Friends of Connections: [?] Target people whose friends are connected to

Audience

12,720 people

- who live in the United States
- who live within 50 miles of Waldoboro, ME
- age 25 and older
- who are not already connected to Actgo360
- who are in the category Small Business Owners

Facebook Ads

Mobile Users (Android)

Connections: (?) Anyone
 Only people connected to Actgo360
 Only people not connected to Actgo360
 Advanced connection targeting

Friends of Connections: (?) Target people whose friends are connected to

See Advanced Targeting Options -

Audience

12,680 people

- who live in the United States
- who live within 50 miles of Waldoboro, ME
- age 25 and older
- who are in the category Small Business Owners

Campaign, Pricing and Schedule

[Learn More About Pricing](#)

Campaign and Budget

New Campaign Name: (?)

Campaign Budget: (?) USD (?)

Campaign Schedule: (?) Run my campaign continuously starting today

Optimization: Your bid will be optimized to get more likes on your Page

Pricing: You will be charged every time someone sees your ad or sponsored story (CPM). (?)
[Switch to Advanced Pricing \(includes CPC\)](#)

[Place Order](#)

[Review Ad](#)

By clicking "Place Order", you agree to the Facebook Statement of Rights and Responsibilities including your obligation to comply with the Facebook Advertising Guidelines. Failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of ads you have placed and the termination of your account. Understand that if you are a resident of or have your principal place of business in the US or Canada, you are contracting solely with Facebook, Inc. Otherwise, you are contracting solely with Facebook Ireland, Ltd

Facebook Ads

Connections: (?) Anyone

Only people connected to Actgo360

Only people not connected to Actgo360

Advanced connection targeting

Friends of Connections: (?) Target people whose friends are connected to

[See Advanced Targeting Options -](#)

- who live in the United States
- who live within 50 miles of Waldoboro, ME
- age 25 and older
- who are in the category Small Business Owners

Suggested Bid

\$0.47–\$1.16 USD

Campaign, Pricing and Schedule

[Learn More About Pricing](#)

Campaign and Budget

New Campaign Name: (?)

Campaign Budget: (?) USD (?)

Campaign Schedule: (?) Run my campaign continuously starting today

Optimization: Your bid will be optimized to increase engagement with your post

Optimize for clicks

Automatically optimize my budget to get more clicks

Manually bid for clicks

Optimize for impressions

Pricing: You will be charged every time someone clicks on your ad or sponsored story (CPC). (?)

per click (CPC)

Suggested bid: \$0.47–\$1.16 USD (?)



You can increase your Campaign Budget to achieve more delivery.

[Place Order](#)

[Review Ad](#)

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Facebook Ads


facebook  Search for people, places and things  Ed Noyes Find F

Review Ads [Help Center](#)

Review your ads to make sure you're happy with it.

Ad Preview:


Help for Entrepreneurs




Let's talk. We want to partner up with energetic entrepreneurs. Click here for details.


You like Actgo360.

Sponsored Stories Preview:



Ed Noyes likes Actgo360.



Actgo360 

Ad Name:

Audience: This ad targets users:

- who live in the United States
- who live within 50 miles of Waldoboro, ME
- age 25 and older
- who are in the category Small Business Owners

Campaign: New Campaign (New Campaign)

Bid Type: CPC

Bid: \$0.66 USD per click

Daily Budget: \$5.00 USD per day

Duration: This ad campaign will run indefinitely

[Place Order](#) [Edit Ad](#)

By clicking the "Place Order" button, I agree to the [Facebook Statement of Rights and Responsibilities](#) including my obligation to comply with the [Facebook Advertising Guidelines](#). I understand that failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of any advertisements I have placed, and termination of my account. I understand that if I am resident or have my principal place of business in the US or Canada, I am contracting solely with Facebook, Inc. Otherwise I am contracting solely with Facebook Ireland Limited.

Facebook Ads

Your ad has been approved

Mon 3/4/2013 11:35 AM

From: Facebook Ads Team

To: ed.noyes@actgo360.com

Message

facebook



Hi Ed,

Thanks for advertising on Facebook.

Your Ad has been approved. You will only pay for the actual impressions or clicks your ad receives. The total charge will not exceed the daily campaign budget you have set.

[Manage All Ads](#)

[Create New Ad](#)

Running multiple versions of ads can help determine what your target audience will respond best to. Find out how to test multiple versions of your ads.

Ad Preview

Help for Entrepreneurs



Let's talk. We want to partner up with energetic entrepreneurs. Click here for details.

Like Ed Noyes likes this.

Campaign: New Campaign

Daily Budget: \$5.00

Start Date: 03/03/2013

End Date: None

Ad Preview

Actgo360



Campaign: New Campaign

Daily Budget: \$5.00

Start Date: 03/03/2013

End Date: None

You will be sent an email receipt when you are charged for your ads. You can also find this information on the billing tab of your Ads Manager.

Thanks,

The Facebook Ads Team

Facebook Ads - A/B Testing

What do you want to advertise?

[Learn More About Advertising](#)

Choose a Facebook destination or enter a URL:

Your Ad

Headline: 1 characters left

Text: 2 characters left

Image: or Choose From Image Library

Related Page: Show social activity about Actgo

Right Column Preview

Bring Your Idea to Life!



Let's talk. We want to partner up with energetic entrepreneurs. Click here for details.

College Grad

Workplaces:

Suggested Bid
\$1.67-\$3.56 USD

Campaign, Pricing and Schedule

[Learn More About Pricing](#)

Campaign and Budget

Existing Campaign:

Campaign Budget: USD

Campaign Schedule: Run my campaign continuously starting today

Conversion Tracking: Track conversions on my website for this ad
[Create Tracking Pixels](#)

Pricing: Optimize for clicks
 Optimize for impressions
You will be charged every time someone clicks on your ad or sponsored story (CPC).
 per click (CPC)
Suggested bid: \$1.67-\$3.56 USD
You can increase your Campaign Budget to achieve more delivery.

Facebook Ads – A/B Testing

What do you want to advertise?

[Learn More About Advertising](#)

Choose a Facebook destination or enter a URL:

Your Ad

Headline: 6 characters left

Text: 2 characters left

Image:
or Choose From Image Library

Related Page: Show social activity about http://www.facebook.com/ACTGO360/app_532776356745869 next to my ad

Right Column Preview

Leave the Rat Race!



Let's talk. We want to partner up with energetic entrepreneurs. Click here for details.

[Got an idea?](#)

College Grad

Workplaces:

[Hide Advanced Targeting Options >](#)

Suggested Bid

\$0.51–\$1.18 USD

Campaign, Pricing and Schedule

[Learn More About Pricing](#)

Campaign and Budget

[New Campaign](#) • [Use Existing Campaign](#)

Existing Campaign:

Campaign Budget: USD

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Bring Your Idea to Life!



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You and Ed Noyes like Actgo360.

Leave the Rat Race!



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Facebook Ads – A/B Testing

Help for Entrepreneurs



Your Great Idea + Our No Charge Web equal a win-win partnership and an amazing venture.

You like Actgo360.

Bring Your Idea to Life!



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You and Ed Noyes like Actgo360.

Bidding Strategies

- Facebook formula:
 - Amount bid
 - Performance of ad
 - Space available
 - Minutes left in the day
 - Budget limitations

Sometimes they just mix things up!

Bidding Strategies – Fast Start

- Bid 2 cents higher than the minimum suggested bid.
- Check every few hours. If suggested bid has decreased, lower your bid.
- Continue until ad fatigues.
- Ignore any increases in suggested minimum bid.
- Only raise bid if ad stops for 24 hours.

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- Bid 5 cents.
- Wait 24 hours. If ad hasn't been displayed add another 5 cents.
- Repeat until your ad displays.
- Decrease by 1 cent an hour.
- If ad stops revert to last working bid.
- If still not running add 5 cents and repeat process.

(You may need to use 10 cent or 20 cent increments. Experiment.)

Placing a Facebook Ad

Campaign Reach

The number of unique people who saw ads from this campaign.

Frequency

The average number of times you reached each person.

$$\text{Impressions} = \text{Reach} \times \text{Frequency}$$

Placing a Facebook Ad

Social Reach

The number of unique people who saw an ad in this campaign with social information. For example, if 3 people see an ad 2 times that says a friend likes your Page, it counts as 3 social reaches.

Clicks

The total number of clicks on ads in this campaign. If you're promoting a Page, event or app, clicks also include Page likes, event joins or app installs that came from your ad.

Placing a Facebook Ad

Click Through Rate

The number of unique clicks you received divided by the number of times your ad was shown.

$$\text{CTR} = \text{Clicks} / \text{Impressions}$$

Placing a Facebook Ad

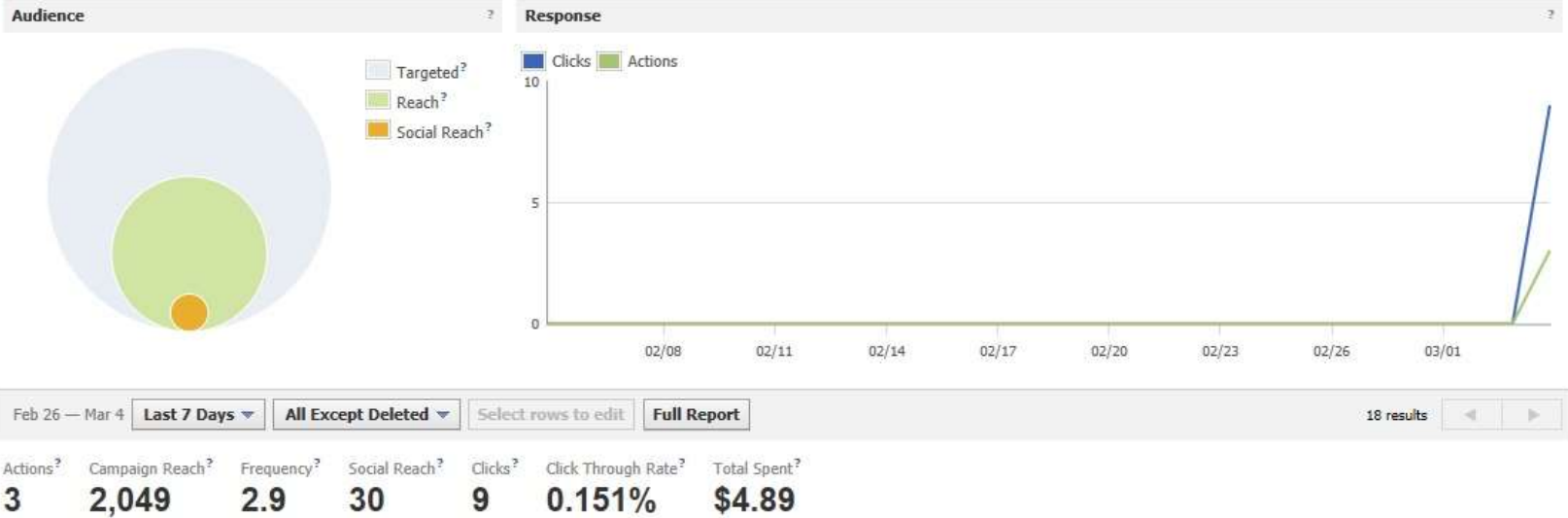
Max Bid

The maximum you're willing to pay for each click (CPC) or per 1,000 impressions (CPM). Auto means that your bid is automatically set to the amount required for you to reach your goal.

Avg. Price

The average amount you paid for each click or per 1,000 impressions.

Facebook Campaign



Placing a Facebook Ad

- Advantages of Facebook Advertising
 - Highly Targeted
 - Testing and Experimenting
 - Low Cost
- Disadvantages
 - Requires Fine-tuning
 - Takes Time

Passion Factor

- Consider the passion potential of your products or services to adjust your expectations.
- *People are less passionate about most necessities than they are about things they love – their dogs and kids.*
- *A picture of a cute puppy gets more likes than a picture of the lawyer of the year.*

Expectations

- Facebook gets an average of 75-80 cents per click.
- Average CTR is 0.04%
- Check CTR after 2,000 reach.
- Check Ad for conversions after 20 clicks.

Facebook Tips

- Successful Facebook advertisers change their ads every 12 days on average to avoid fatigue.
- Hold successful ads for 90-120 days and then rerun them.
- Judge ad after about 20 clicks.

Facebook 2012

- Revenue:
 - \$5.1 billion - up 37%
- R&D Investments:
 - \$1.4 billion - 3.5 x 2011
- Mobile Ad Revenue as a % of Total:
 - 23% Q4 14% Q3

Facebook 2012

- Monthly Active Users - up 25% YOY
- Daily Active Users - up 28% YOY
- Mobile MAU – up 58% YOY
- Mobile DAU exceeded Web DAU for the first time in Q4.



Steve Jobs

“It is not the responsibility of customers to know what they want.”

Ideal Customers/Clients/Audience



Praeto Principle



Vilfredo Pareto
1848 - 1923

- 80% of the effects come from 20% of the causes.
- 80% of your sales come from 20% of your customers.
- 80% of your profits come from 20% of your customers.
- Your ideal customers are found in the 20%

How to identify the 20%

- Mine sales history and select top profitable customers.
- Identify anecdotally your most enthusiastic and profitably customers – advocates.
- Identify someone who you think would be a high value ideal customer.
- “Spy” on a successful competitor to spot ideal customers.
- Maybe ideal customers are identified in your mission statement.

Get to Know Your Ideals

- Narrow it down to 2-5 representative ideals – specific people you can meet.
- Take them to lunch.
- Interview them.
- Don't ask them to make suggestions.
- Get to know as much as you can about them – Profile them.

Profile the Ideals

- Demographics (age, sex, income, location, education, ethnicity, family status)
- Beliefs (political, religious, cultural)
- Interests (sports, hobbies, travel, social groups)
- Employers, Schools Attended, Job Titles, Places Lived, Birthday
- Likes (books, magazines, tv, movies, music, celebrities, food, memberships, cars etc.)
- Habits, routines, social networks, online behavior, devices they use to access internet.

Target Ideals

- Match Ideal to Social Media
 - Pick social networks to use based on how their profiles compare with Ideals
- Run Targeted Facebook Ads
 - Precise Targeting
- Build Email List
- Retention Strategies

Matching Social Media

Audience Also Likes [?]



Data Source: United States

The people who visit facebook.com are also likely to visit these categories and sites:

Affinity TV

- 1.3x MSNBC
- 1.3x Fox News
- 1.3x CNN
- 1.3x weather.com

Affinity Politics & Commentary

- 1.3x Huffington Post
- 1.3x Slate
- 1.3x Washington Post
- 1.3x townhall.com

Affinity News

- 1.3x Fox News
- 1.3x CNN
- 1.3x USA Today
- 1.3x New York Times

Audience Also Likes [?]



Data Source: United States

The people who visit pinterest.com are also likely to visit these categories and sites:

Affinity Magazines

- 4.6x Food & Wine
- 4.4x goodhousekeeping.com
- 4.4x cookinglight.com
- 4.3x marthastewart.com

Affinity Food

- 4.5x foodbuzz.com
- 4.4x cookinglight.com
- 4.3x marthastewart.com
- 4.3x Bon Appetit / Gourme...

Affinity Women

- 4.4x goodhousekeeping.com
- 4.2x shape.com
- 4.2x O, The Oprah Magazin...
- 4.1x Divine Caroline

Audience Also Likes [?]



Data Source: United States

The people who visit tumblr.com are also likely to visit these categories and sites:

Affinity News/Information

- 14.2x socialitelifelife.com
- 10.8x The Superficial
- 10.7x egotastic.com
- 8.6x Perez Hilton

Affinity Humor

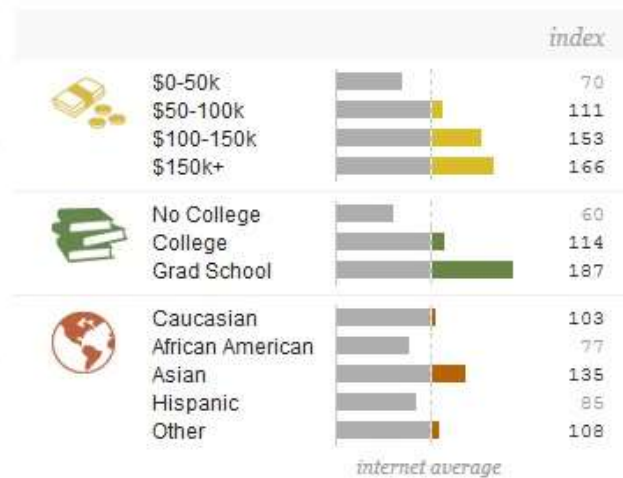
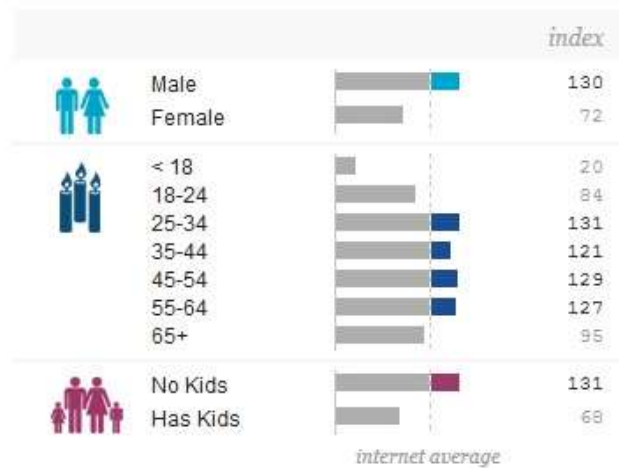
- 11.4x break.com
- 11.4x ebaumsworld.com
- 9.7x funnyordie.com
- 9.5x funnyjunk.com

Source: Quantcast.com

Matching Social Media

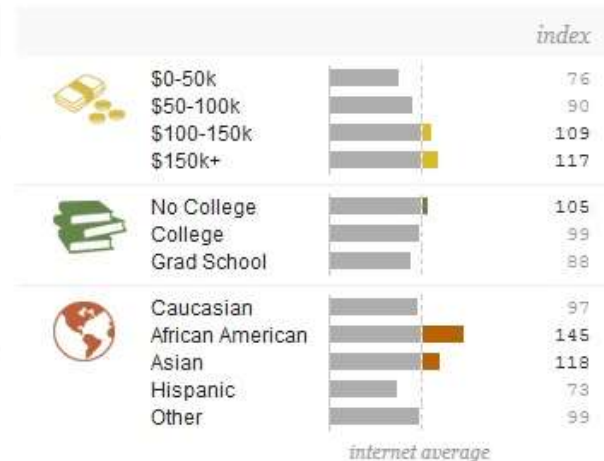
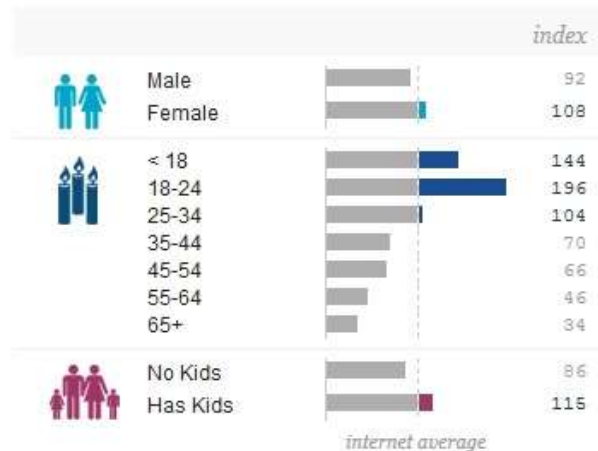
US Demographics ?

Updated Mar 4, 2013 • Next: Mar 13, 2013 by 9AM PDT



US Demographics ?

Updated Feb 2013 • Next: Mar 2013



Source: Quantcast.com

What Works - FB Ads

- Head shots better than logos or other images.
- Attractive women work best.
- Images with text work also.
- Include a link
- CTA – Call To Action

Targeting Likes

- Use Facebook Search to find fan pages and use them as keywords for “Precise Interest” targeting.
- Look for topic magazine pages on Facebook.
- Also.... Like these pages.

More Precise Interests

- Follow the “Chain of Likes”
- Use Facebook suggestions when entering an interest term.
- Get more suggestions with alphabet search.
- Search Amazon for books and authors based on your topics. Look for fan pages on Facebook.

More Precise Interests

- Find a topic magazine and look for right angle ads to find related psychographics.
- Do a Google search and look at the related searches for other keywords.
- Find common interests that your target audience likes – music, books, etc. that might not be directly related.

Bidding Strategies

- Facebook formula:
 - Amount bid
 - Performance of ad
 - Space available
 - Minutes left in the day
 - Budget limitations

Sometimes they just mix things up!

Bidding Strategies – Fast Start

- Bid 2 cents higher than the minimum suggested bid.
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- Repeat until your ad displays.
- Decrease by 1 cent an hour.
- If ad stops revert to last working bid.
- If still not running add 5 cents and repeat process.

(You may need to use 10 cent or 20 cent increments. Experiment.)

Revenue Model Based Advertising

- What is working for you now?
 - Email blasts
 - E-commerce
 - Storefront
 - Popular product
 - Text messaging

Email Blasts

- Profile high value email subscribers.
- Target Facebook at to that segment.
- Direct clicks to form page to collect email address with promise of promotions.
 - Facebook fan page
 - Web site
- Send email promotions.
- Customer responds

E-Commerce

- Profile high value customers.
- Target Facebook ad to that segment.
- Direct clicks to...
 - Storefront Page
 - Particular Product Page

Text Messaging

- Profile high value coupon customer.
- Target Facebook ad to that segment.
- Direct clicks to a form page to collect mobile phone number with coupon offers.
 - Facebook fan page
 - Web site
- Send coupons via text.
- Customer responds

Building a Strategy - Opportunities

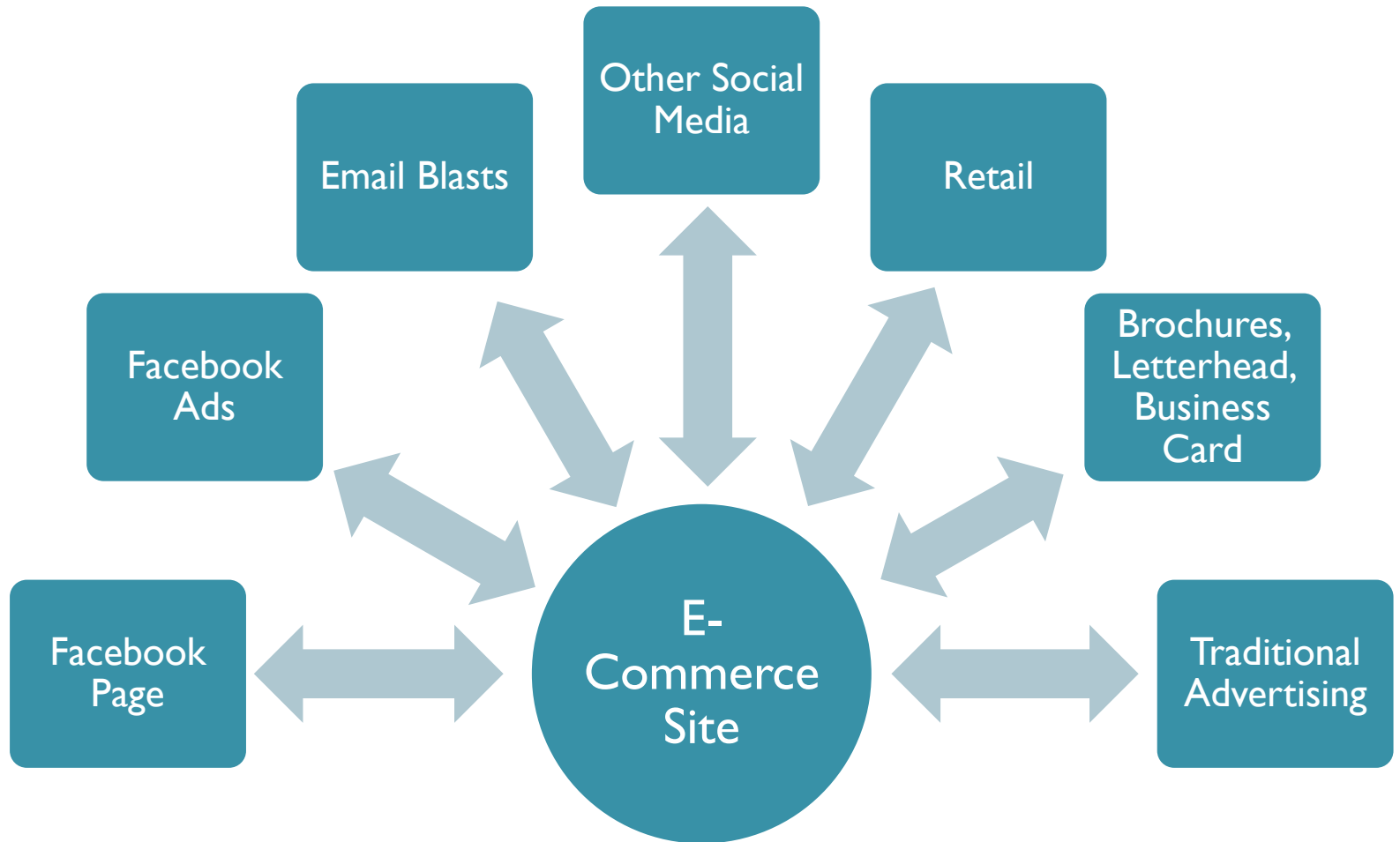
- What revenue model is working now?
- How can social media advertising help you build traffic in existing channels?

- What new revenue models are possible?
- How can they fit into the business model and compliment other revenue models?

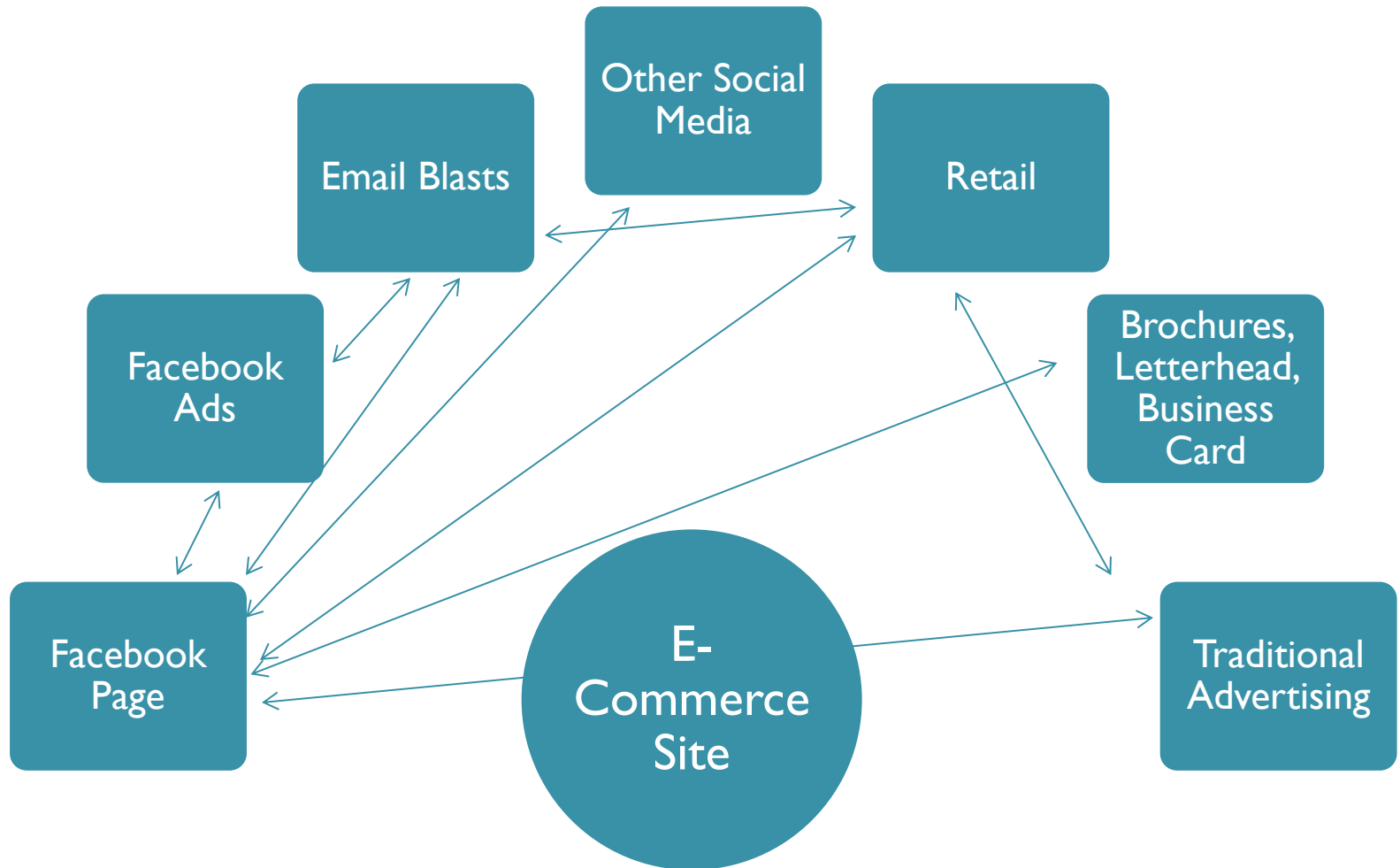
Building a Strategy - Hub

- Where will the “hub” of business activity be?
 - Website
 - Social media site
 - Mobile web
 - Offline Retail

Building Strategy – Primary Links



Building Strategy – Secondary Links



Putting It All Together – First Step

- Define your existing revenue model.
- What is working best now?
- What needs to be working better?
- Which opportunities in the new environment best compliment what is working now?

Putting It All Together – Opportunities

- How important are each of the best opportunities (identify realistic benefits)?
- What existing resources can be used?
- What will each cost (research)?
 - To implement?
 - To maintain?
- How much time will each take (budget your time and decide who does what)?
 - To implement?
 - To maintain?

Putting It All Together - Prioritize

- Prioritize the opportunities – the most benefits with the lowest costs.
- Determine the primary and secondary links between existing and new elements for each opportunity.
- Re-evaluate the costs and create a budget for each of the best opportunities.

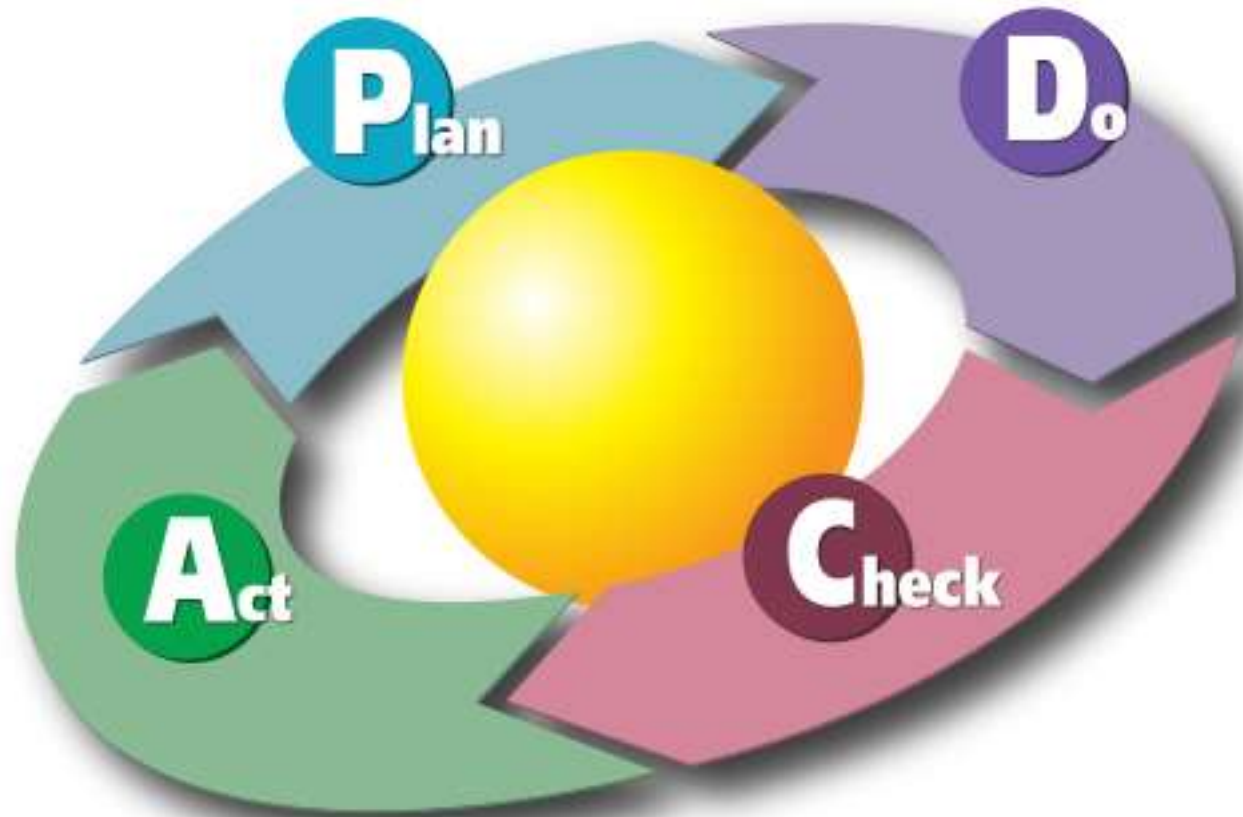
Putting It All Together - Implement

- Establish a realistic timeline to act on each of the opportunities.
 - By priority
 - By business cycles
- For each opportunity detail the sequence of steps necessary.
- Involve everyone in the organization and make sure everyone is committed.

Putting It All Together - Implement

- Establish a realistic timeline to act on each of the opportunities.
 - By priority
 - By business cycles
- For each opportunity detail the sequence of steps necessary.
- Involve everyone in the organization and make sure everyone is committed.

Putting It All Together – Continuous Improvement



Final Thoughts

- Change is rapid.
- Be alert to new opportunities.
- Listen.
- Do what it takes to be likable.
- Don't push.
- Provide value first.
- Your customers have more control than ever before.