

Downtown is
Calling

Good
Times
Await



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The next monthly luncheon will be on
Tuesday, January 28, 2020 at noon
at the Life Arts Center at 3585 University
Avenue and feature a presentation
by Nathan Freeman on
Downtown Development

The luncheon is sponsored by
Provident Bank



The cost of the luncheon is \$22 with
reservation by Friday prior to the meeting,
or \$25 at the door. Please call the RDP
Office at 951-781-7335 for reservations.

Reservations not cancelled
by the prior Friday will be charged.



January 2020

Bulletin

Riverside Downtown Business Improvement District

RDP Celebrates Downtown Achievements

The Riverside Downtown Partnership (RDP) will host its 33rd Annual Meeting and Awards Ceremony on Wednesday, February 19th at the Historic Mission Inn Hotel and Spa. This annual event recognizes outstanding individuals and organizations for their excellence in leadership and service to the downtown community.

Awards will be presented in the following categories:

Chair's Award – Fire Chief Michael Moore for his leadership of the Riverside Fire Department during 2019's wildfires and earthquake assistance. Michael Moore was sworn in as the 21st Fire Chief for the City of Riverside Fire Department on August 26, 2014. He brought an extensive background in multiple aspects of the fire service, and is committed to staying active in specialized training opportunities, strategic planning and accreditation.

Arts and Culture – Riverside Arts Academy for its commitment to providing instruction and a springboard to arts education in a broad-based curriculum that focuses on improving the quality of life through music, dance, performing, and visual arts. It reaches out to the under-served and at-risk youth, and changes lives through mentorship, building a sense of community and pride in its participants to achieve a higher level in life.

Business Activity – Riverside Convention and Visitors Bureau for bringing conventions and meetings downtown to benefit hotels, restaurants and other businesses. The team is dedicated to ensuring the greatest ease of meeting planning and seamless event production, and has a percentage of repeat business that is the envy of the CVB industry.

Downtown Event – Kiwanis Uptown Riverside for its annual Riverside's Got Talent event providing an opportunity for local talent to perform while generating

charitable proceeds. Its projects are predominantly focused on Children, with the motto "Children are Priority One". The Riverside's Got Talent event recently celebrated its eighth year.

Downtown Improvement – Ratkovich Properties for the Main + Ninth residential development and infill of a former parking lot.

Downtown Safety and Security – City of Riverside Fire Department for its commitment to protect life, property, and the environment by providing exceptional and all-hazard emergency services, particularly during 2019's wildfires and earthquake assistance. The Department recently received a Class 1 rating (effective March of 2020) that validates that the City of Riverside Fire Department is providing residents, visitors and businesses with industry-leading fire protection services. The Class 1 ISO rating will rank the City of Riverside Fire Department as one of only 77 Fire Departments in the U.S. and Canada that are both accredited and have an ISO Class 1 rating, and one of only 6 in California.


RDP will also host the presentation of the annual Roy Hord 'Volunteer of the Year' Award. This award was established in 2003 in honor of the late Roy Hord who was a RDP Board member and an outstanding volunteer on behalf of the Riverside community. The Hord family selects the recipient each year from nominations received. Past recipients include the Hord family, Bill Gardner, Doug Shackelton, Barb Purvis, Gerry Bowden, Dell Roberts, Nanci Larsen, Debbie Guthrie, Henry W. Coil, Jr., Suzanne Ashley, Kathy Wright, Margot Chabot, Ardie Bailor, Doris Morton, Mike Mihelich, Chuck Beaty, and Kathleen Hartman. The recipient will be announced in the February 2020 BID Bulletin.

The RDP Annual Meeting and Awards
continued on next page

DOWNTOWN ACHIEVEMENTS from page 1

Ceremony will begin with a no-host reception at 5:30 pm, followed by dinner, the awards ceremony, and then recognition of outgoing and incoming RDP Board members. Tickets are \$75 per person or \$700 for a table of ten if purchased prior to January 31st, and then \$80 per person or \$750 for a table of ten thereafter. To purchase tickets or a table, call the RDP office at 951-781-7335.

Sponsorship opportunities are available starting at \$250.

All sponsors receive a number of complimentary tickets and recognition in print material and social media depending on the level of sponsorship. RDP is also looking for donated items such as tickets, gift certificates, and gift baskets for the opportunity drawing. All proceeds raised are used to offset the costs of the Annual Meeting and Awards. To sponsor or donate, contact Janice Penner at the RDP Office at 951-781-7339. 

Lunar Fest Returns with Panana Events

The Riverside Lunar New Year Festival returns after a hiatus in 2019. The 2020 event will take place on Saturday, January 25th from 11 am to 9 pm and Sunday, January 26th from 11 am to 7 pm. It will be held at the same location in downtown Riverside, and will take up three blocks and two streets on Mission Inn Ave between Lime Street and Orange Street.

The historic event made tremendous strides in the Inland Empire on educating and celebrating Asian American heritage. The 2020 event will continue the tradition of celebrating Lunar New Year for Riverside and the IE. This Lunar New Year in 2020 will celebrate the Year of the Rat, the first of the Zodiac animals. In Chinese culture, being born in the Year of the Rat means the individuals are quick-witted, resourceful, and observant. Lunar New Year is the oldest tradition in many Asian countries. Family unity is a

central theme and is a time when everyone takes time off to go home and reunite with their families. It is a time to celebrate a new beginning; new items are bought to replace the old, homes and businesses are cleaned and decorated, and new clothes are worn. Families will go out and attend festivals to enjoy the holiday atmosphere.

Event highlights include up to 40 food vendors and food trucks plus up to 70 general vendors, plus performances on a full sized stage, and cultural demonstrations including calligraphy, paper cutting, and Shaolin Kung Fu. There will also be a fun zone.

The event is being organized by Panana Events. They do a Night Market at several malls. For more information visit pananaevents.com or email info@panananightmarket.com. 

Riverside Dickens Festival - February 22 and 23, 2020

Join us on February 22 and 23, 2020 in Historic Downtown Riverside for another weekend of family friendly fun and educational entertainment celebrating the wit and wisdom of Charles Dickens' life and times. We are very excited and proud to announce that the 2020 Riverside Dickens Festival will be our 27th year.

Street performers and costumed guests will fill Main Street transporting visitors to Victorian London. You might run into famous writers such as Charles Dickens, Edgar Allan Poe and the Bronte sisters or even inventor Tesla. Everyone is welcome to stop the famed time travelers for a quick photo or questions about their life and times.

Activities for the young and young at heart are planned in Oliver's Alley, a Historical Encampment for the History Buffs, Themed Escape Rooms, and a Victorian Fashion Show the Fashionistas and a Tavern with local craft beer from Packinghouse for adults who need to sit down and take a break!

The Festival was created by a small group of Riverside residents who wanted to promote cultural arts and literacy in the fall of 1993. Since then the Festival has grown in size and outreach. Originally the Festival fit in the small space in front of the Main Library in Downtown Riverside. Today the festival is on Main Street from University Avenue to the Historic Riverside Court House near 11th Street with the Royal Victorian Tea Room and Music Hall at the First Congregational Church on Lemon Street.

Through sponsorship of local organizations, the Festival offers free in-school performances by Charles Dickens

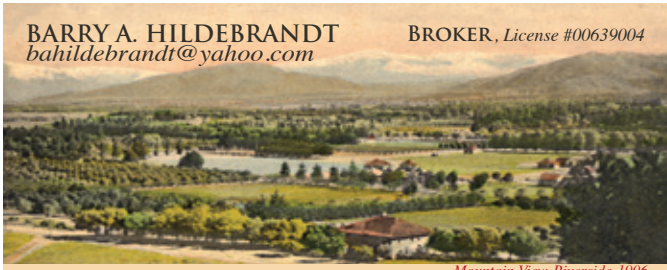
(portrayed by Paul Jacques) and Edgar Allan Poe (portrayed by Travis Rhett Wilson). The focus of the performances is on cultural history and literacy. Students are so enthralled by the performances they often line up after to take pictures with the actors and ask questions about the life and times of the historical figures they portray.

Additionally, the Festival sponsors essay contests for Riverside & San Bernardino students. The Middle School (grades 6 to 8) topic this year is *A Christmas Carol* by Charles Dickens. The High School Contest will focus on *A Tale of Two Cities* by Charles Dickens. For more details about participating in the essay contest, please see the Riverside Dickens Festival website.

From the Dickens Festival website www.dickensfest.org 

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Mountain View-Riverside-1906

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COUNCIL CORNER

Ward One Council Update

Contributed by Incoming Councilwoman Erin Edwards

It has been a busy first three weeks in office. A few announcements:

I can best be reached at my city email address, eedwards@riversideca.gov or via cell, 951-783-7811;

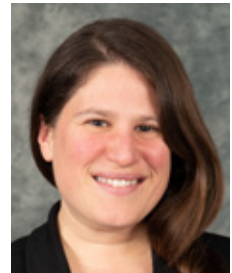
Paloma Montes is the new Ward 1 Council Assistant! Paloma was born and raised in Riverside, and she graduated from the University of Redlands with a degree in Visual and Media Studies. She is passionate about art, music, and education and has spent the last few years in front of several RUSD classrooms as a substitute teacher. Paloma is a fluent Spanish speaker, she is deeply engaged in local issues, and she is looking forward to attending Riverside Downtown Partnership and neighborhood meetings in her new role. Paloma can be reached at pmontes@riversideca.gov.

[gov](mailto:eedwards@riversideca.gov) or 951-640-9853.

On December 17th, the Council voted to purchase 40 shelter beds at the Path of Life shelter and to increase funding for tenant-based rental assistance, which helps address and prevent homelessness.

There is an open seat for a Ward 1 business on the Budget Engagement Commission, to be filled immediately. If you are interested in applying, please do so as soon as possible at <https://www.riversideca.gov/cityclerk/boards-commissions>

Erin Edwards



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Season's Greetings!

2nd Annual Eastside Bike Ride: Thank you to everyone who came out and joined us in the 2nd Annual Eastside Bike Ride. We had a chance to highlight the Bike Riverside Bike Share Program who donated 15 pedal assist bikes for the day. We toured various areas of the Eastside community where residents have been working on specific projects that have improved the quality of life of those neighborhoods. Thanks to the efforts of various partners such as the Riverside Art Museum, Heal Zone, Riverside Community Health Foundation, Kaiser Permanente, the Parks and Recs Department with the City of Riverside and our local community members, we now have 3 art alleys, 2 park murals and waste bin murals, 4 corner store makeover murals and the first thermoplastic mural in the entire City. Welcome to Ward 2 the Ward of Arts and Music!

Park Avenue Revitalization Murals: As we toured the Eastside Art Corridor in the 2nd Annual Eastside Bike Ride we visited the most recent mural that kicked off the Park Avenue Revitalization Project. Our Lady Of Guadalupe Shrine Church is one of the newest members of the collaborative to help our residents fight back against graffiti and vandalism. With the help of over 55 residents from the Love Riverside Weekend of Service we were able to start painting a large scale mural on 3 walls that have been heavily vandalized over the years. The Artists will be adding to the mural as residents come together to continue to develop their amazing works of art. If you would like to get involved with future projects contact the Eastside Art Alliance at 951-453-5371 or by emailing asmelendrez@riversideca.gov.

Martin Luther King Jr. Walk-A-Thon: Join us on January 20 for the 27th Annual Martin Luther King Jr.

Walk-A-Thon. The event will be held at the Stratton Community Center, 2008 Martin Luther King Blvd, Riverside, CA. Registration begins at 7:30 am and the walk starts promptly at 10 am. There will be a post walk program held at RCC from 12 to 2 pm and there will be shuttles to drive walkers back to the Stratton Community Center. To learn more about the event or to become a sponsor call 951-682-6581.

Ward 2 Development: As we look for ways to strengthen our economy, provide better quality of life, and build on local assets we look to our partners and community members to help us create the appropriate atmosphere.

- **Old Sevilla Location:** I am happy to announce that the site of the old Sevilla has been purchased and will be converted into a catering and events center. The Avila family that also owns one of the best restaurants in town the Tamale Factory, acquired the property to help host events and fundraisers for local schools and community members. Stay tuned as the Grand Opening will be coming soon.

UCR Highlanders: Please join me this month to support our UCR student athletes! We have Women's and Men's basketball competing in several home games. Tickets can be purchased over the phone by contacting the UC Riverside Athletics Ticket Office at (951) 827-4653 or highlandertickets@ucr.edu

GO HIGHLANDERS!!!

Andy Melendrez



Arts Corner: Back to the Grind

About Back to the Grind

Back to the Grind Coffeehouse remains an epicenter of activity of culture and events in the heart of downtown Riverside. For more than 20 years it has offered local artists and writers a place to display their paintings, mixed-media pieces or read their poetry. More established authors have loved using the shop for readings and book signings.

Photographers Michael J. Elderman, Marsha Feinberg, Connie St. Jean and Carlos Puma have been some of the regular shutterbugs that have showcased their photography skills at Back to the Grind, located at 3575 University Ave. Visual artists Gary Newhart, Mark Schooley, Ken Stansbury and Daino Torres also helped make the shop an anchor in the arts scene.

When the shop opened in 1996, places to jam were harder to find, but Back to the Grind provided a key venue for local musicians and writers desiring a location to show off their music and spoken-word talents. The Riverside Underground Poetry Organization (or RUPO) has been a longstanding tradition. Each spring, Back to the Grind is ground zero for Saturationfest, an annual DIY music and art festival.

Hundreds of groups and singer-songwriters have performed in the historic, 115-year-old building, including Riverside's very own successful punk-rock-soul group, The BellRays, a band that has toured internationally.

Other longtime groups that have delighted the ear buds of Grind guests have included Hobo Jazz, Eva and the Vagabond Tales, The Summer Twins and the widely popular ska band Skeletones. Speaking of ska (and punk), members of the equally enjoyed Voodoo Glow Skulls have performed individually as they worked on side projects.

One local Afro-Latin music group on the rise, QUINTAPENAS, showed off its infectious tunes during a live television visit by the team members of *Good Day L.A.*



on Fox 11. That group's name, by the way, translates as "to remove worries" – and echoes a common vibe at Back to the Grind.

"Sometimes coffee takes a backseat to the amazing, super-talented local performers we're fortunate to have in our fine city," Back to the Grind owner Darren Conkerite said. "Of course, that's been our mission from the start.


We didn't want to be just about coffee and desserts. We wanted to be a cultural hub and we think we've been successful on that front. After all, if you're able to create a place where artists love to perform and artists enjoy hanging their creative pieces, then you're no longer just a business. You're an investor and incubator of the arts."

Conkerite said he attempts to keep the art on his walls fresh each month to be one of the stopping points during the city's first-Thursdays Arts Walk events. Arts Walk's continued success is a lightning rod for new visitors to the city – and its businesses – making for great synergy, Conkerite said.

Back to the Grind's comfy, roomy first floor invites visitors to enjoy their coffee on a comfy couch. There are plenty of tables and outlets for students trying to get a paper written or looking to chill with some tea while surfing the web.

Longtime Back to the Grind visitors that have not visited the shop in a while may be surprised to learn there are now local craft brews on tap.

"We're still primarily a coffee, tea and smoothies joint," Conkerite said. "But some customers enjoy having a beer or two while listening to the local musicians jam. It's proved to be a nice change and we have not lost our identity with that change."

The shop is also known for its sweets and, recently, many vegan and gluten-free tasty treats. 

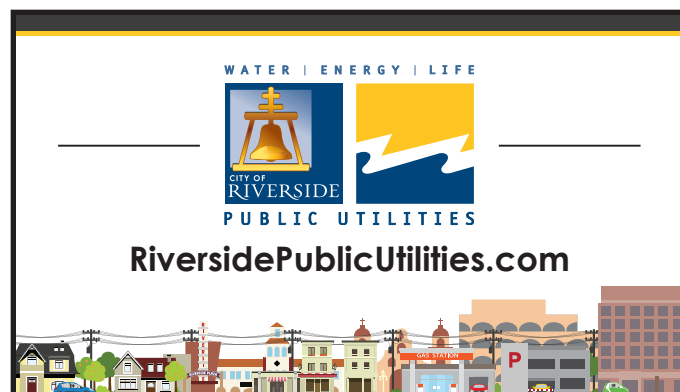
Downtown Businesses -

Stay connected with email alerts from RDP.

Send your email address to
janice@riversidedowntown.org
to be added to our listing.

And remember to follow us on Facebook.

Enclosed with our compliments:
2020 Pocket Calendar




Business Spotlight: The Upper Crust Sandwich Shoppe

If you like fresh bread, home-baked pastries, quality sandwiches, and supporting a local business, then the Upper Crust Sandwich Shoppe is the place for you! Located in the old historical Abbott Building at 3573 Main Street, the Upper Crust Sandwich Shoppe has been a Downtown Riverside hot spot for many years. Wretha Knight has worked at the Upper Crust Sandwich Shoppe for nearly 20 years and now, her and her husband, Cary Knight, are the current owners of the Upper Crust Sandwich Shoppe and have been since 2003.

The Upper Crust Sandwich Shoppe is open every day of the week to serve the community of Riverside and people from near and far places with delicious food and excellent customer service. Wretha Knight claims that their French Dip Sandwich on their French roll that is backed in-house is absolutely delicious! The food options are flexible based off of personal preferences and appetite size. Customers also have the option to call ahead to make an order and the staff will prepare your meal in a timely manner. The Upper Crust Sandwich Shoppe is also available to cater for your next event, party,

and everything in between! For more information, please call (951) 784-3149.

Whether it is your first time visiting or not, the Upper Crust Sandwich Shoppe will make you feel like you are a part of their family no matter what. Be sure to visit the Upper Crust Sandwich Shoppe when in Downtown Riverside and dive into some of their dishes that are made from scratch!

Open Monday – Saturday from 10 am to 5 pm and on Sundays from 11 am to 4 pm. 



Tech That Protects Your House While You're Away

From apps that provide fancy drink recipes and electric forks that monitor eating habits, to fridges that alert you when you're running low on milk, our lives are made easier by the ever-increasing smart-home options available. This technology also lets us monitor and safeguard our houses more effectively nowadays.

If you plan to leave your place unoccupied while you travel, the following tech items will give you that extra peace of mind that comes with knowing your property is protected. And if something untoward were to happen, you'll be alerted and can take immediate action.

Home Security System

A home security system that includes door and window sensors is your first line of defense. Certain systems allow you to self-monitor. However, if you plan to leave the country or head somewhere with no network, getting alerts on your phone won't help much. If you opt for a monitored home security system, the alarm company will call the police for you in the event of a breach to your home.

Environmental Sensors

Many security systems also have flood sensors that can monitor changes in moisture levels. The flood sensors will indicate if there's a broken pipe or appliance. The safest systems also include or are at least connected to smoke and carbon monoxide detectors as well and will raise the alarm if they sense fire or noxious fumes.

Security Cameras

More and more homeowners are opting to place cameras both inside and outside their homes to prevent unwanted guests from approaching the property or stealing packages left on the doorstep. A motion-activated set up will send alerts and video clips to your smartphone allowing you to take steps right away. Most of these cameras also allow you to check in remotely and see what's going on while you're away by live streaming the activity at your house.

Outdoor Security Lights

In addition to cameras, security lights outside your home can

go a long way to persuading would-be burglars to try their luck elsewhere. Consider installing these lights around the back or sides of your home to illuminate any dark areas. Most models are motion-activated or programmed to only come on at night, so they don't take a lot of energy to run.

Smart Locks

Among all the smart security products on the market, smart door locks are some of the handiest. These locks not only allow you to secure your doors remotely but give you a way to get back into your home when you forget your keys (as long as you have your smartphone on you). In fact, certain models let you dispose completely with physical keys. Smart locks are also a boon if you need to give access to a neighborly plant waterer or cat feeder. This feature eliminates the need to keep track of all the people you've ever given keys to. Then when you're back from vacation, you simply reset the code.

Smart Thermostat

When you're heading off and leaving an empty house, you want to adjust your heating or cooling system to avoid wasting energy, but you don't want to turn it off altogether. A smart thermostat will allow you to program a schedule ahead of time so your place will be warmed up again upon your return. Another handy feature: you can adjust the temperature while you're away. Say you have someone coming to stay at your place for a few days—you can turn up the heating remotely to give them a comfortable stay and then turn it back down when they leave.

While these tech solutions do need to be installed in advance of your trip, they're worth the effort. There's nothing that can spoil a trip more than worrying about your home or the items within it when you're far away. With a bit of pre-planning and your trusty smartphone on hand, you'll have everything under control right at your fingertips. All that's left for you to do is enjoy your vacation.

Wawanesa Insurance



Identifying Gaps in the Market for Your Small Business

by Alyssa Gregory

Market gaps are opportunities disguised as voids. A gap in the market is a place or area that current businesses aren't serving. For example, Netflix has filled several market gaps over the years. First, with its initial mail-order movie rentals and then with its streaming platform. Whole Foods fills the market gap that occurred when health-conscious consumers wanted a central, convenient place to shop for organic, healthy, and natural food products. Every successful business you can think of has served some sort of market gap.

Finding Opportunities for Market Growth

Whether you are starting a small business or looking for growth opportunities in your current business, market gaps can be amazing sources of inspiration for your next big idea.

Assess Your Strengths: It's not just the right idea you are looking for — you must find the right idea for the right person. It doesn't do you any good to find a gap in the market that you can't take advantage of. So before you start to look for market gaps, it only makes sense for you to know exactly where your strengths lie.

Start by making a list of your perceived strengths. Use past experiences to guide you. Think about what you're most happy doing. Think about what you have the most success doing. Revisit old critiques or performance reviews to pick out anything that might give you some insight. Reach out to colleagues for honest feedback that can help you figure out what specific strengths you could bring to the table. Consider taking a professional aptitude test, which could identify areas of strengths you can explore in a small business environment.

Consider Niche Markets: Small business owners often think too broadly when it comes to the market. However, it is always better to think small when it comes to gaps in the market. The more specific your market, the more likely you'll be able to target them effectively.

How niche is too niche? Well, you want to make sure that the market is big enough to sustain growth. It should have many existing products because that shows you that there is demand in the market. There should also be an easily identifiable customer base.

Without those things, your niche market is not big enough to support a small business.

Niche markets are also great places to copy a market gap.

If you see that someone has successfully filled a gap in the market in one industry, you could recreate that success in a similar one. For example, if something has worked in women's clothing, consider applying that to teens or children's clothing. If something has been successful in one subset of medical supplies, try it in another one.

Follow Pending Legislation: Sometimes, an industry can go through big changes because of legal reasons. Local, state or federal legislation can create market gaps because they can force an entire industry to make changes it wouldn't have done otherwise. If you can successfully forecast those changes, you can identify market gaps early and do it in time to take advantage of them.

Keep up with proposed legislation by staying abreast of industry laws. You can also sign up for updates from trade organizations, which often track pending legislation and send out analysis to subscribers.

At the very least, you can create Google alerts for certain keywords. You'll get emails each time they appear in the news.

Identify Unsolved Problems: When you boil a market gap down to its very essence, it is an answer to a problem that's not currently being solved. Solving an existing problem will endear you to consumers and cause your products to practically sell themselves.

Customers Can Identify Market Gaps

A straightforward way to find those hidden gaps is to ask your potential customers what they are missing in the current market. You can do that by researching industry trends. Customer surveys may provide a lead in the right direction. You could also do some research into current customer gripes by simply going over the worst reviews of the competitors. That can give you some insight into what your competitors aren't doing right and give you the chance to do it better.

Focusing on a market gap also helps you make sure you avoid diving into a market that is already oversaturated. After all, a saturated market is often a dead-end for new businesses. So with these tips, make sure you identify and describe your target market and reasons for choosing it in your business plan.

From www.thebalance.com



RDP Welcomes New Businesses to Downtown

Athealing Health & Performance • Beth & Frankies (antiques) • Centro Paralegal Hispano • EA Electric

Ett & T Janitorial Services • Femme Forte • Gerd Werner • Greens Development Inc. • Hampton Inn Riverside-Downtown

Hope Wellness Counseling • Law Office of Donald W. Reid • Lot 713 Craft Brewery • Our Sacred Spaces

Route 30 Brewery/Taproom • Rutland Medical Group • Spanish Dancer Vintage Jewelry

Tailoredspaces Riverside, LLC • The Lobby

Social Network Marketing Definition

by Susan Ward

Social network marketing is a way for businesses to interact with their target markets over the Internet via various social media platforms such as Facebook, Pinterest, Twitter, and Instagram (to name just a few).

How is Social Media Marketing Used?

Social media marketing is used for all the traditional marketing goals - to reach customers and:

- Increase referrals or sales leads
- Build word-of-mouth
- Increase sales of products or services
- Provide a means of feedback
- Develop a reputation as an expert or thought-leader
- Drive traffic to a business website or blog
- Develop new products or services
- Keep people informed about special events and anything else newsworthy about the business
- Provide customer service

What Are the Most Popular Social Media Platforms?

The most popular social networking sites for business are:

1. Facebook (networking - over 2 billion users)
2. YouTube (the largest video networking site - over a billion active users each month)
3. Instagram (image sharing - over 800 million monthly users)
4. Twitter (message broadcasting - over 330 million active users)
5. Whatsapp (messaging, audio and video communications - over a billion users)
6. LinkedIn (the largest network of business professionals - over 450 million members)
7. Pinterest (image collection/sharing - over 150 million monthly active users)
8. Tumblr (blogging/photo sharing)
9. Quora (information and knowledge exchange)

Not All Social Media Platforms May Be Suitable for Your Business

That doesn't mean that your small business should start trying to use all of them to promote your products and/or services. Even if your business had the money to hire a marketing firm or develop an in-house social media team to do that, it wouldn't be a good idea because different customer segments frequent different social media. Just as with any other type of marketing, small businesses need to focus their social network marketing efforts and their dollars on reaching their potential customers. There's no point spending money on promoting your business on a social network that your customers don't use.

The Advantages of Social Network Marketing

- Cost - Compared to other forms of marketing social media is very inexpensive. It is free to create accounts

on all of the above platforms and free to make postings to followers, who will hopefully share the message with other members of the social media community and spread the word. There are also various paid advertising options to reach larger audiences within the social media community. Facebook offers comprehensive options for ad targeting, for example, such as the ability to target members that reside within a specific geographic radius.

- Engaging the audience - Social networks allow the business to engage the target audience and develop interactive relationships with customers.

The Disadvantages of Social Network Marketing

- Time - The main problem with social network marketing from a business perspective is that it can be incredibly time-consuming. Social media marketing campaigns are not one-shot affairs; they need to be nurtured over time. While big businesses such as Dell, Microsoft, and HP have been using this type of marketing effectively, they have the kinds of marketing budgets that allow them to assign x number of staff to conduct and manage social media marketing campaigns, resources that a lot of small businesses don't have.
- Direct advertising on social media doesn't work - Businesses using social networks want to sell their products or services of course. But as blatant advertising on social media would, in most cases, alienate their intended audience or even get them kicked out of the particular social community they're trying to infiltrate, businesses need to use more subtle forms of promotion on social media. To use social network marketing effectively, businesses have to be perceived as members of the social media community, willing to interact with other members.
- Risks - Given the community nature of social media, businesses must be aware of the risks. A negative posting by a customer, ex-employee, or competitor (whether true or false) can seriously damage the reputation of a business. If a hacker manages to take control of a social network account the results can be catastrophic. Even a harmless posting can turn into a public relations disaster. For example, in 2012 McDonalds tried to engage with the social media community by posting a tweet under the hashtag "#McDStories" - customers responded by posting horror stories such as finding fingernails in burgers or being hospitalized for food poisoning after eating at McDonald's.

Still, social media marketing is a type of marketing that many small businesses could benefit from if only to find out more about what their customers are thinking - and saying - about their brand and their products.

At the end of the day, the main goals of social media marketing are to build a business's customer base and to develop and manage a company's reputation.

From www.thebalance.com





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Press deadline is the 15th of
each month prior to publication.

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Janice@riversidedowntown.org.



RDP Facebook Page

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Andy Melendrez, Ward Two

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