

TECH & TELECOM

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Can Social Media Really Produce Leads?

This is the big question on every marketer's mind. Is the time you are spending (or not spending) in social media worthy to draw attention you want to your brand? How will you measure it?

In terms of cost, the dollars behind most social media campaigns is in time. If you are paying an individual, even for a portion of their time, to interact in social media that becomes an allocated cost associated with your social media efforts. Other than employee time, your other costs will be give-a-ways or promotions to attract a following.

Time involved with social media should be spent on:

- ◆ Listening to conversations
- ◆ Identifying influencers
- ◆ Interacting with those that are engaged with you
- ◆ Providing relevant content (if your content isn't provocative or relevant it can be a deterrent)
- ◆ Driving conversations to CTA's (Calls to Action that turn a listener into a lead/prospect)

If you are doing these things, and doing them on a consistent basis, you will earn yourself a consistent following. What measurements can you put in place to know if you are talking with the right people and it is working for you? First let me comment that this is a build it and they will come strategy. Don't expect to start engaging in conversations today on social media and have a lead tomorrow. Consistency and relevance of your content will be the true drivers of success. From a measurement perspective you will want to look at:

- ◆ Direct returns from social media in terms of traffic - how many people are coming from social media to the content you have shared?
- ◆ Form fills that result from those visits - so that you can determine when you share content, how many people were compelled enough to want to know more about you or the subject you are talking about.
- ◆ Leads to customers from social sharing - how many of your leads that came from a social media source are converting to an actual purchase of a product or service?

- ◆ Brand equity - are you receiving less returns? Are you able to engage with customers on a more intimate level? Are you able to develop more success stories and sharing from customer to customer? Are you receiving an increase in repeat business from your existing clients who are engaged with you on social media?

These may seem like no-brainer things to track from a marketing perspective - but you might be surprised by how many companies not only are not taking advantage of social media - but if they are, don't have measurements set up to track its worth.

If you are going to go through the time and effort to have social media as an area of concentration, not only does it benefit you to measure what you are receiving, you also should have some designated goals. This will help you know if you are on the right path or not, and if the effort you are putting forward is worth it.

If you have a following of 500 people on Twitter, consider that out of those 500 you will likely get between one and five people that are interested in your products or services. You can see how building a following can be an important part of your strategy, because if your interaction is only with a few people, you won't have the numbers necessary to make it work.

There are a lot of software packages that sit behind the scenes that can assist you with measurement and interaction. Tools like these might make sense if this is a part of a long-term strategy for your organization.

Apryl Hanson

Apryl Hanson, Director of Customer and Partner Strategy at www.blytheco.com leads the marketing team and has doubled leads the past two years including developing leads from a defined social media strategy. Blytheco, a software and consulting provider is launching its new services in marketing consulting at www.blytheco.com/bam.





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Successful businesses realize the value of advanced communications networks. But that should mean more than just technology. The right network with the right support can help businesses control costs, streamline processes and stimulate new revenue streams.

XO Communications is one of the nation's largest communications service providers serving businesses, large enterprises and other telecommunications companies. We understand that you need instant, reliable and secure access to applications and information anytime, from anywhere. We also understand there are choices when it comes to technology, but we believe our customers are not just buying services and technology. They are buying the people and support behind it. Yes, our logo is new and our colors are different. But our new brand is about more than just our new logo and colors. It represents our promise to our customers and what we're most passionate about as a company – delivering the greatest level of service available in the telecom industry.

Focus on Exceptional Service

What truly sets us apart, however, is our unrelenting focus on delivering exceptional service. Our expert teams of local communications professionals are dedicated to redefining what you expect from a communications company. We know it's not just about the initial setup, but how quickly and efficiently we respond to your needs every step of the way. With XO, you're not just buying cutting-edge technology; you're getting the people behind it.

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The Right Network

Better solutions demand door-to-door delivery of communications traffic at the fastest speeds available. With XO, you'll have leading IP and networking solutions delivered over our own award-winning nationwide network to all of your locations. Our unique combination of nationwide IP and transport networks, metro networks and fixed wireless capabilities allows us to provide maximum coverage, performance and scalability – whether your locations are across town, across the country or around the globe.

XO Communications Solutions include:

XO connect – Internet connectivity and intelligent networks	XO unify – Voice, collaboration and communications	XO compute – Cloud computing, hosting and IT services
XO accelerate – Faster application and network performance	XO secure – Network security and data protection	XO carrier – Wholesale IP, data and network services

XO: A Trusted Partner

More than 50 percent of companies in the Fortune 500 trust XO Communications to help them Connect, Unify, Manage, Accelerate and Secure their businesses. These customers turn to us because they appreciate the superior customer experience and higher level of

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Over the years, leading industry analyst firms and business publications have consistently recognized us for our innovative services, solutions and IT leadership. XO is among

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EXPERIENCE THE DIFFERENCE WITH XO COMMUNICATIONS
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XO Communications

XO Communications is one of the nation's largest communications service providers exclusively serving businesses, large enterprises and government. More than 50% of the Fortune 500 trusts XO Communications to help Connect, Communicate, Unify, Accelerate, Compute and Secure their businesses. Over the years, leading industry analyst firms and business publications have consistently recognized XO Communications for innovative services, solutions and IT leadership. In 2011, XO Communications was recognized with a Growth Leadership Award from Frost & Sullivan for Dedicated Internet Access Services. In the same year XO also received the 2011 NGN Award for its innovative XO Enterprise Cloud Security Services. Reaching more than 1 million business VoIP users, XO Communications VoIP and SIP Trunking services serve 2,700 cities and 80% of the major metropolitan U.S. markets.



Orange County Contract Manufacturer Continues Expansion Into New Markets

Golden West Technology (GWT), a 37-year-old, Fullerton-based electronic manufacturing services (EMS) company continues to expand its business from commercial and industrial applications to include aerospace/defense and medical products. Utilizing its core automated surface mount (SMTA) printed circuit board and ball grid array (BGA), system (box-build) assembly and electrical test technologies, GWT is now specializing in high-reliability products including those requiring Class 3 workmanship, rugged construction (including conformal coating and potting) and environmental testing.

Its HI-REL customers include OEMs that offer aircraft electronics for commercial and military applications. GWT is also enjoying the growth in Orange County of firms that specialize in medical electronics. For example, products that detect and treat heart defects and cancer are being manufactured at Golden West.

GWT's customers also enjoy the turnkey aspects of its business approach where GWT purchases the required components, materials and tooling. This relieves the customer of the associated purchasing costs and provides a larger basis for reducing the material costs.

Another area for recent growth is from commercial customers who have been sending their business to China now returning the business to the USA. The China complaints include: Poor workmanship, uncertain delivery, different time zones, use of non-qualified components, unauthorized design changes, control of proprietary technical information and rising costs.

GWT certifications include: Veteran-owned small business, ISO 9001:2008 and AS9100:2004. In addition GWT is ISO 13485 and FDA compliant and is ITAR and Department of Defense registered and IPC-A-610 level 3 trained and certified.

For more information, please contact Dick Fryhoff at 661.755.4139, dfryhoff@goldenwesttech.com or visit us at www.goldenwesttech.com.

TWO GREAT EVENTS - TWO CONSECUTIVE DAYS

May 14 - 15, 2012

Hyatt Regency Huntington Beach Resort & Spa

 
Cleantech Investor Forum

May 14, 2012



OC's premier organizations will co-host the inaugural Cleantech Investor Forum

Join CleanTechOC and OCTANE for the inaugural Cleantech Investor Forum on May 14. The Forum will bring together over 250 innovators and experts in the cleantech space across California. The event will feature:

- Keynotes from top cleantech industry experts
- A panel on cleantech financing
- Insight into the "fundlers and funded" perspectives from recent VC-backed companies and their investors
- Investment presentations from the region's most promising cleantech startups

www.CTIF2012.com


VC in the OC
 an OCTANE Signature Event

May 15, 2012



Where people and ideas come together with capital and resources to fuel Orange County's venture and innovation industries.

A full-day conference featuring the largest gathering of VCs and venture-backed companies in Orange County

Join OCTANE at the ninth-annual VC in the OC Signature Event on May 15. This conference will bring together over 50 VCs and 600 entrepreneurs, business executives and innovators. Highlights include:

- Keynote from one of the founders of Red Digital Cinema
- Panels on OC VC, Incubators, M&A, Pharma, and high net worth investors
- VC Speed Dating and investment presentations from the top venture-ready companies in OC tech and life sciences
- Innovation showcase featuring 100 companies

www.VCINTHEOC2012.com