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VOL. 125 | NO. 198 | Tuesday, October 12, 2010

Guerrilla Sales & Ma

Businesses Getting Unexpectedly Social

LORI TURNER

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While Memphis may be slower than other markets to come to the social media dance, there are already some shining stars – frontrunners in the race against competitors to establish leadership with this marketing channel.

These Memphis companies are using social media channels in unexpected ways, beyond the basic distribution of content and one-to-one interactivity with consumers.

For those not quite ready to speak to humans bright and early in the morning, me included, new Downtown breakfast spot, Cockadoos, offers something to crow about. The staff takes real-time to-go orders via Facebook and Twitter.



Lori Turner

New restaurant Three Angels Diner, located in the historic Broad Avenue Arts District, developed a loyal social media following before the paint was dry. By journaling their build-out adventures on Facebook, diner owners bonded with would-be patrons creating an early groundswell of support.

Three Angels owners asked fans to recommend vendors to make the restaurant’s metal sign, sew its staff’s aprons, and to refer friends for server openings. With nearly 500 fans less than a month after launch, Three Angels has earned its halo in the social media community.

Also in the restaurant world, the local Carrabba’s Italian Grill gives whoever checks in most often, using the popular location-based social media application Foursquare, a complimentary dessert with purchase.

Local online restaurant menu service, MarksMenu’s, hosts “Find Mark” promotions via Facebook and Twitter. The company posts and tweets hints about which restaurant from [MarksMenus.com](#) has Mark on the premises at that moment. The first person to find Mark gets a free cocktail or entrée.

MAPCO fueled its social media engine with its “\$1.10 Gas Giveaway” promotion. It hinted via Facebook and Twitter regarding five secret locations across the southeast that sold gas for \$1.10 per gallon on 10/10/2010.

Nonprofits are getting in the act. ArtsMemphis will enter you in a drawing to win tickets or gift cards if you invite 20 of your friends to like their Facebook page.

The MED Foundation, in an effort to attract new supporters, launched a campaign called 5000 Touches to leverage social media to quickly drive 5,000 new unique visitors to its new website in addition to growing its Facebook fan base.

Several donors put together a Challenge Grant to support the campaign – pledging a dollar for every unique website visitor up to \$5,000. Fans and supporters used Facebook and Twitter to spread the word to friends. The campaign generated more than 11,000 unique touches – more than twice the goal.

Even MLGW is using social media as part of a larger effort to improve customer satisfaction. The utility uses Facebook and Twitter to post real-time updates on the status of outages, as well as to directly and quickly engage with customers posing questions or comments.

So, if your Memphis business or organization is a social media outcast, think about some creative ways to come into the fold. You’ll find yourself in good

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MORTGAGES	92	268	19,773
FORECLOSURE NOTICES	1	57	8,628
BUILDING PERMITS	0	353	34,203
BANKRUPTCIES	74	228	15,733
BUSINESS LICENSES	31	75	4,422
UTILITY CONNECTIONS	77	326	22,832
MARRIAGE LICENSES	19	78	4,733

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