

Chapter 8: Action Item 1

Purpose of this action item is to write five things you could say that would seem inauthentic or that sound like marketing-speak to a customer. Putting on my car sales hat on this is what I came up with.

- That suit or dress that you have on is outstanding; you would look good in that Cadillac DTS in that same color.
- Your birthday is coming up; you should go buy my bottle to celebrate.
- It seems that you are on vacation; you should ask your waiter to bring a bottle of my product to celebrate.
- Fourth of July is a good time to celebrate with my bottle but make sure you do it responsibly.
- It seems that you all had fun last night celebrating, next time you celebrate try one of my products I guarantee that you will have more enjoyment with the smooth taste of my products.

We are now to write five examples of how you could say the same messages in a more authentic way on Facebook.

- Good morning, where did you get that suit, that fabric is remarkable. Answer: at Jos. A. Bank. Me: did you catch it on a sale. Answer: No, I did not I had to pay full price. Me: I am sorry that you had to pay full price, I don't think anyone likes to pay full price on anything. Well this is what I can do, since you are looking at that brand new Cadillac XTS I will make sure that we provide you with all the discount that my company can offer. I will also talk to my connect at Jos. A. Bank and try to get you that discount on your next suit.
- Your birthday is around the corner, I see that last year you didn't do anything, why is that. Answer: Do not really know why. Me: well can I offer a complimentary 50 percent off on your bottle of your choice and I would not mind inviting you to one of my promotion parties in the future.
- It seems that you are having a blast in Dominican Republic, a great place for cigars, drink, and dinner is in Punta Cana. If you decide to go there ask for Steve and he will take care of you. Steve is the owner of an affiliate partner to my company so he knows to show you the best time.
- Millions of people die each year due to drunken driving, Fourth of July is especially a higher than normal day for vehicle accidents. AAA is offering free rides for you and your car at <http://example>. Please enjoy your Fourth responsibly, have a backup plan, and take care of those that might have had a bit too much to drink.
- Joe seems that you are making that secret punch drink all wrong. Now I will send you a recipe for one of the best punch drinks, once you try it let me know if you like it. If you don't like it I will buy you a bottle on me.

Chapter 9: Action Item 4

Purpose of this action item is to write down three ways you could respond to questions and comments on social networks in a more transparent way in order to further build trust with your customers. One thing that I will do with all of my response is to make sure that I don't say too much. Just as the chapter alluded, it is not necessary to disclose everything. Different scenarios will influence my approach in building trust with my customers; I will present three scenarios and my responses to each.

- A fan, who is not on my loyal fans, post a question asking for free memorabilia. My response: even though I would love to provide free memorabilia to everyone that requests it and I would like to provide free gifts to all of my fans it is just not economically feasible. However, I can provide you with a 15 percent rebate coupon on your next purchase.
- A loyal fan requests that I help throw a birthday party for him for his next birthday next week.
My Response: (public) How is everything Steve, to be honest I did not know that your birthday was coming up next week. If I would have known at least a few months earlier, I probably could help you set up a nice birthday celebration. Unfortunately, I cannot accommodate your request due to timing. Next year let me know ahead of time if you want my product at your birthday celebration or any other big celebration that you might have. (private) what is your address I will send you a special birthday gift for being such a loyal fan and devoted supporter.
- Steve's post was generating many negative responses from other fans. After I removed the post, I receive a negative post by Steve informing me that he did not approve of me removing his post.
My Response: Steve this is my post period!
My real response would be: Steve I understand that you have a strong opinion on drinking my product while at work and if your job allows you to do so by all means continue on. However, drinking too much can cause serious health issues. On a side note what is your state of mind when you leave work because buzz drinking kills too. I'm just looking out for your health so if you want, you can inbox me and we can further discuss this in a more private setting.

Chapter 12: Action Item 1

Purpose of this action item is to write down my companies founding story. How much do you know offhand about how your organization began? Wow can you package that story for easy consumption to share on social network.

I was born in Enugu, Nigeria in 1983, moved to the United States when I was around two and failed to return until I was nearly 30. I know I know, what took me so long, well the tickets cost almost \$2,000. I finally decided to go when my mom wanted to go visit the gravesite of my grandma, so instead of just paying for my ticket I paid for my mom's ticket also. Despite not knowing my native tongue, there was one thing that was universal which is a good drink brings everyone together. The two weeks that I was in

Enugu I enjoyed various local drinks and food; my favorite beer was Star and my favorite spirit was home brewed by a family friend. Another thing that caught my attention was the entrepreneur spirit that flowed throughout the village to the city. The entrepreneur spirit followed me back to the states and the thought of producing a drink that I can share with my family and friends is what drove to create ParadigmStar.

I would be able to package this story throughout social media streams by not only using pictures of Enugu but also video. I can show the local products that are consumed in Enugu along with friends and family consuming the local product. I can show the highlights of people in Enugu opening their business and the interactions that take place. Video and pictures will be utilized to help people understand the shape, sound, touch, and smell of a place that I call my birthplace.