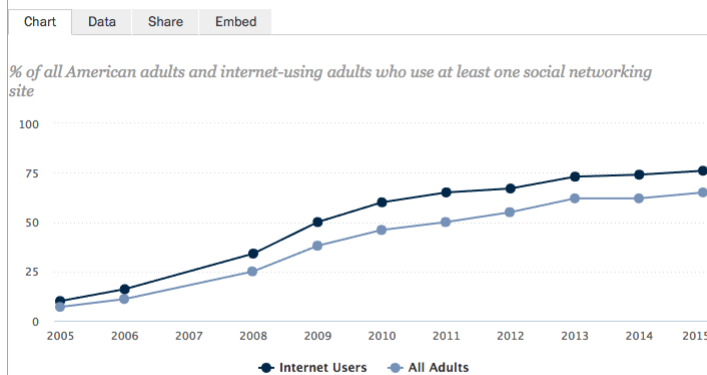




Yes, Social Media is Necessary for Your Business

Social media is more than a fad. It's here to stay. The Pew Research Center has done a study of social media usage that just ended in 2015 and the **results are startling**. Sixty-five percent of adults are now using social networking sites. In our fractured world where smaller and smaller audiences are engaging with traditional content, you need an edge. Social media is that edge. Your business can't be without it.

Social Networking Use Has Shot Up in Past Decade



Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

Chances are, you're wondering why your business needs to be in a place where people endlessly talk about politics, their kids and post picture after dizzying picture of what they had for dinner last night and the night before. The answer to that is more complex than just being relevant, although that is one of the reasons that you need to be there.

To be seen as relevant among your target audiences, you need to be a part of their daily conversation. That means being in front of them, where they are, taking part in what they are doing. Social media is what people are spending time with on their phones. And if you doubt that people are turning more and more to the smartphone, **Pew Research** steps in to tell us that nearly two-thirds of Americans owned one as of 2015. And, as with any technology, the longer it's around, the more people will adopt it. All of that lets you know that a large portion of that audience is ready at any moment to engage.

Given numbers like that, you can see why social media is essential. And if you don't see that way, your competition certainly does. That leads us to the other major reason that you need to be on social media and that would be the sheer size of the audience. Television audiences for the 4 major networks totaled around **30 million viewers in 2015**. With the total population of the United States, according to the Census Bureau, coming in at close to 323 million as of the first of the year, we can note that those watching the networks work out to under 10 percent of the population. With all of those numbers, you can start to see why the audience for social media is one you want to be in front of.

Since businesses are different, there is really no clear cut answer as to which channels you need to be on that work for everyone. Still, as you think about how to engage your customer and get them to become a loyal supporter of your business, you need to make sure that social media is a part of your mix of tools to drive traffic to your website and to your door. Leaving it out, in a world like ours, is a sure sign that your business will be left behind and left behind in a big way.

-Jeremy Lawrence

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Lawrence, Jeremy

From: IUPUI Parking & Transportation Services <permits@e.iu.edu>
Sent: Wednesday, August 1, 2018 8:01 AM
To: Lawrence, Jeremy
Subject: Student Parking Permits Available Now

To view this email as a web page, go [here](#).



IUPUI

Student Parking Permits Available Now

Hello from Parking & Transportation Services,

It is August 1st and student parking permits are on sale. Already know which permit you want? Click [here](#) to buy now!

Check out our [start of school page](#) for helpful information on permits, shuttles and biking at IUPUI. We highly recommend you have your permit in hand **before** the first day of classes. Lines in the office can be long, so don't delay! Save yourself time and order your permit online today.

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Parking Pointers...

- Michigan and Blackford Streets are now open to two way traffic!
- Tired of circling campus looking for parking? park in any of the 4 [NC permit lots](#) along Indiana Avenue and take a short walk or [shuttle ride](#) to your classes.
- Scan the QR code on your temporary permit to enter/exit any of the 6 [ST Permit Garages](#).
- Favorite Jag Spots in the IU Mobile app to find available parking in student garages!
- We tweet available ST parking locations during the 1st two weeks of school - follow us [@IUPUIPark!](#)

Don't see your correct permit option online? Email us at permits@iupui.edu and we will be happy to assist you.

Have a great semester Jags!

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The Many Benefits of Being a Rockhead

Published on February 13, 2017

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Jeremy Lawrence

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What is a **Rockhead**? No, it's not an insult. Far from it. A Rockhead is someone in the natural stone industry that gets it. They're someone that knows that you can achieve more together. They're someone that knows when a good deal comes along. They realize that there are so many benefits to being a Rockhead that they just can't pass it up.

So, what are the benefits of joining the Rockhead group? Here's just a sampling.

Best in Class Practices

Knowing the best way to do business will always mean things just work better for your organization. That leads to more profits, what we all strive for in business. The

Rockhead Group knows that we can improve by sharing the best way to work with other, like-minded business owners around the country.

Benchmarking for Improvement

You know one of the areas that helps you is looking for areas to improve. That means finding ways to increase productivity and make the bottom line better. Being a Rockhead means that others have faced what you're going through. They can help you benchmark what's going on in your business, showing you where you can improve.

Proven Duplicable Systems

Because others have faced what you're struggling with, they've developed systems to overcome obstacles that could be useful. In the end, overcoming an obstacle in business creates growth and we all know what that means.

Reduce Risk with Proven Strategies

Each strategy has been worked out by others. They have the background of having tried and proven each one. Also, you have a direct line with the business that worked out the strategy and can help guide you through your situation.

Buying Group to Decrease Expenses

Health benefits are expensive for small businesses. Effective marketing is a challenge. Because buying something as a group always lowers prices, we have formed partnerships with vendors to help you with things like healthcare benefits, marketing and so much more. Because we buy together, you save money.

Leadership

Everyone in business is trying to lead the pack. With the help of a strong organization of businesses that lead in their markets, you'll be able to lead in yours. Being a leader is always the right place for your business. And that kind of leadership makes all of us better.

Consumer Awareness of Quality

Our goal is to have consumers know when they see the Rockhead logo, they're dealing with someone that can be trusted for high quality and great customer service.

Private Line of Quartz

This line is something only our members have and we've made sure that it is of the highest quality. It has made a valuable addition to the product line of every Rockhead member and gives them something that their competition doesn't.

Constant Collaboration

We want to share new ideas. That's why we have regular conferences to talk about them. Since your time is valuable, these take place on the phone so you can attend without hassle. In addition, we get together for an in person retreat with nationally known speakers to further help your business grow.

Conclusion

All that is just the beginning. If you find yourself wanting to know more, [get in touch with us](#). We'd love to be able to welcome you as the latest addition to this group of industry leaders. So how about it?