

Client/Company

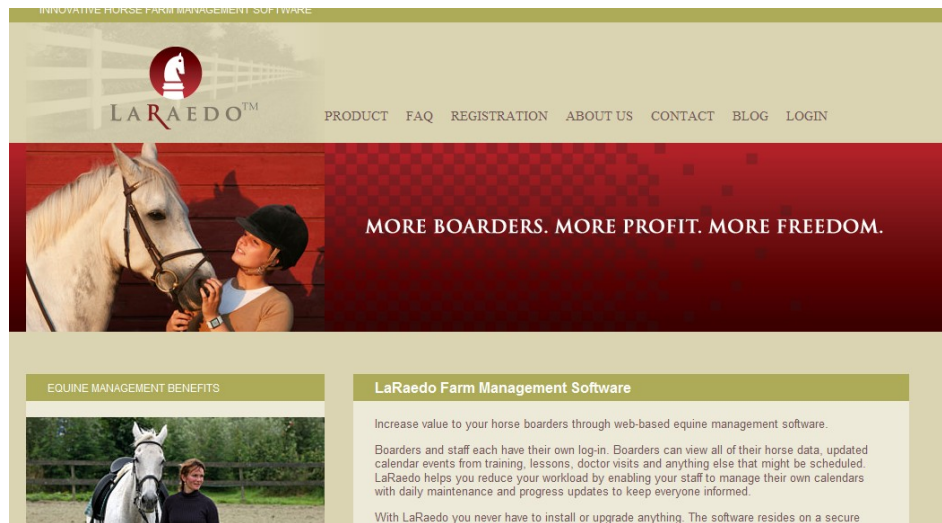
Marie Taulbee, founder of Equine Maintenance, and the creator of LaRaedo horse farm management and invoicing software. She created a way that the farm owner could connect more effectively with the horse boarder so that boarder could easily know how the day went for his/her young horse?

The solution is LaRaedo Horse Farm Management Software.

Business Objectives

- Increase awareness with horse farms that the software is available.
- Let the horse owners know there is a solution.
- Get people talking about the service, and sell more subscriptions to the service.

Solution



About a year ago, I started actively using social media as a method to move forward in my business. With the help and patience of the InSights group, I have:

- Developed a WordPress blog and created a blueprint for posting topics
- Created Twitter, Facebook, YouTube and LinkedIn profiles
- Written over fifty blog posts
- Created an e-mail newsletter

Results

- Achieved over 2,500 Twitter friends,
- Made nearly 500 FaceBook friends,
- Created a FaceBook fan page, and
- Uploaded numerous videos on YouTube

As a result, my LaRaedo horse farm management software business has been growing rapidly.

My wish to every person starting their own business is to enjoy the journey, even the bumpy ride that it will present, because it is the ability to imagine and create that we are all after in the long run.