

## Case Study

# Susan Dorbeck

## Susan's Drapery Designs

Website: [SusanDorbeck.com](http://SusanDorbeck.com)

810-220-2380

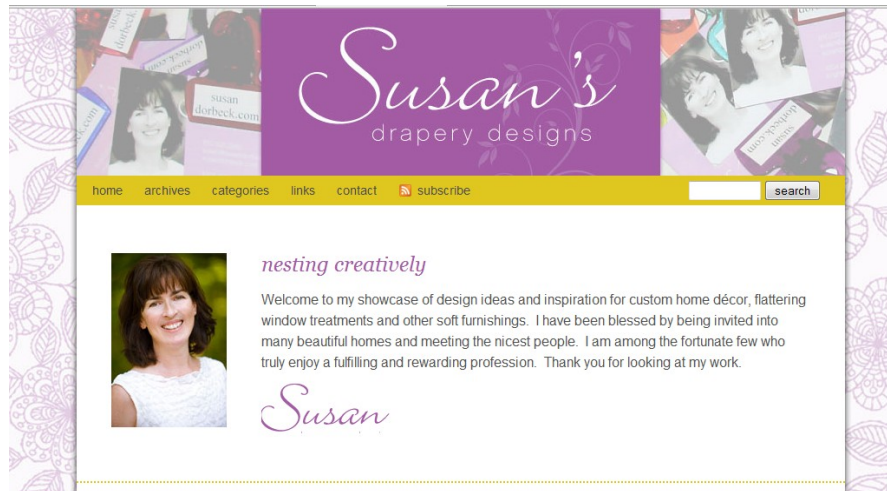
### Client/Company

"I've been working as a drapery designer/creator for many years and knew that I had to get on board the technology train or get left behind. People want to see what you have to offer and what you can do before they call you. Referrals are great and most of my work comes from them but I realized that thru the web, referrals are far more effective. My work is so visual that it only made sense to be online myself and post my own pictures."

### Business Objectives

- ◆ **Website:** Business was mostly referral and word of mouth. Susan needed to create a web presence so people could more easily refer her, and so people who were searching for "drapery" designs and installation could find her via search engines.
- ◆ **Networking:** Increase community awareness through networking activities both on and offline.
- ◆ **Showcase:** Susan needed a place to showcase her work for potential clients to view and get ideas.

### Solution



- ✓ Persona Brand Strategy
- ✓ Blogging Strategy
- ✓ Classes and training for Facebook, LinkedIn, Twitter and Social Media

### Results

"All of it is still a work in progress and probably will be forever but in less than a year I have almost 300 friends on Facebook, many of whom are clients of mine, over 6500 followers on Twitter and countless connections on LinkedIn. Many of my clients only contact me through Facebook and Twitter has put me in contact with people all over the world. I've also learned how to automate all these sites together so that when I write a blog or a post on my website it automatically goes to the rest of my links.

What I've learned the most is that none of it is as daunting as it seems, it's actually kind of fun. I've met countless new friends and am getting inquiries about my work that could have never been possible before. "