

REDEFINING
THE BEST WAY
TO DO BUSINESS
IN THE
21ST CENTURY



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With 15 reporting, EAOC members had \$51,473,000 in total sales in 2018.

This week Katie Quinn hosted an Instagram workshop for members and their staff, teaching how to most effectively optimize each Instagram post for your business. Katie took us through the process of posting, showing us how to use hashtags to make content discoverable by an audience that might not normally have found your profile.

Katie explained that Instagram allows up to 30 hashtags per post, which should be chosen by finding the most relevant keywords to your post, that have a large reach. BUT, you don't want to use the hashtags that have the LARGEST reach, with so many posts under them that your image gets buried in the search results never to be seen again. You also don't want to select hashtags that have too small of a reach, or they will rarely be searched for at all. The happy medium is somewhere in the middle, With a number of hashtags that will be regularly searched for, but will not produce overwhelming search results.

For regional businesses, it's important to use hashtags that include regional keywords with the business description. For example, if you are a florist in Orange County, you will definitely want to use #OCFlorist as one of

TO SUCCEED IN
BUSINESS IT'S NOT
WHAT
YOU KNOW BUT
WHO
YOU KNOW THAT
COUNTS MOST!

SCHEDULE

OCTOBER 2ND, 2019

**Oct 2nd Gizi Clemmer
First Team Real Estate
Board Meeting
Oct 9th Kevin Bastianelli
KB Works**

**Wesley Oliver
Axia Home Loan
David Schaefer
Schaefer Air
Tyler Douthit
Divert Pest Control**

your hashtags. This will ensure that leads searching Instagram for florists in Orange County will see your posts, and from there can decide if your business is for them.

It's also smart to use hashtags that leads might be searching for, but are relevant to your business only "by association," as a reminder that they should consider ordering flowers, too. For example, a florist in Orange County would use hashtags relevant to flower-giving situations, such as #OCdatenight, #OCweddingplanning, #OCbabyshower, etc. Think of it like running an ad for a product in a magazine with a similar demographic as your business.

Hashtags are permanent folders within Instagram, and once a photo is posted with a tagged keyword, that photo will remain in that folder and continue popping up in search results indefinitely. It's simply wasteful not to use hashtags with each Instagram post for your business, and if you aren't already doing so, you should start with your next post!

WELCOME ABOARD

First Team Real Estate #22
Rep. Gizi Clemmer REALTOR, SRES
18180 Yorba Linda Blvd.
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Class. Residential Real Estate

Katie's Corner

***If you have questions on
your Instagram account email
them to Katie at***

director@eaoconline.com.

***She will schedule a fifteen minute
tutorial with you after an EAOC
Wednesday meeting.***



OCTOBER CELEBRATIONS



HAPPY EAOC ANNIVERSARY

17 Yrs. Lydia Pooler

Jub Jub Interactive

29 Yrs. Al Gapik

AJ Alarm Systems

47 Yrs. Gayle Stewart

Gayle Stewart Enterprises

47Yrs. Jim Mahoney

Emeritus Member

BIRTHDAY BONANZA

10/9 Al Gapik

AJ Alarm Systems

10/23 William Cecil

Merrill Lynch

WEDDING ANNIVERSARIES

10/10 Sammy & Maria Montoya

La Chiquita Restaurant

10/13 Tracy & Brian Roberts

Law Office Tracy J. Roberts

10/16 Javier & Jillian Gonzalez

Confetti Events & Catering

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Please Note: If the 'Celebration Information' above is incorrect or missing, please email the correct information to the EAOC office immediately.