

Social Media - Listen, Engage, Sell

Dale Moser, president and COO of Chicago-based megabus.com, describes how use of social media has impacted sales.



Dale Moser

In 2007, Hanser & Associates advised that megabus.com add social media to our integrated PR/Marketing program as a way to listen to and engage with our customers and potential customers.

We started by simply listening to comments, paying attention to topics that occurred frequently and then communicating with customers about those topics. We also began sharing information including news, service updates and promotional information with our online community (Facebook, MySpace, Twitter and YouTube).

Listening has been invaluable and a key in customer service. The connec-

tion to current and potential customers and what interests or concerns them is priceless.

To other corporate CEOs who are "on the fence" I'd say know when to pay attention. Word of mouth is a powerful force and social media allows for non-stop conversation. It's important to be a part of the conversation, not just the topic.

Social media, integrated with other PR and marketing strategies created and implemented by Hanser & Associates, drives sales for megabus.com in North America and we are extremely pleased with the results of our social media activity.

Visit www.hanser.com/results for examples of powerful results produced through use of social media.

hanserhappenings

United Nations

Ronald Hanser and Bonnie Hanser attended an event at the United Nations in New York on Oct. 15 recognizing Ann Gloag, Co-founder of Scotland-based Stagecoach Group, parent company of our client Paramus, NJ-based Coach USA and Chicago-based subsidiary megabus.com.

Central Iowa PRSA

Erica Turner is committee chair of the Job Bank and Sara Sherman is committee chair of the 2010 PRIME Awards.

Pinnacle Worldwide

Ronald Hanser and Bonnie Hanser attended Pinnacle Worldwide's annual meeting in Seattle in October, marking the conclusion of Ron's term as Pinnacle's global chairman and 10th anniversary of Hanser & Associates' membership in the global organization of independent PR firms.

Ryan Hanser was appointed chair of Pinnacle Worldwide's word of mouth practice group, a global team creating and sharing best practices in social media and word of mouth.



Past Pinnacle Worldwide chairs Henry de La Garza (left), Houston, and Ronald Hanser (center), congratulate new chairman David Marriott (right) at Marriott's offices in Seattle.

clientnews

Announcing two new clients

HuHot Mongolian Grill

Omaha, Neb.-based CCW, LLC, franchise owner of HuHot restaurants in Iowa, retained Hanser & Associates for PR to build sales.

Missoula, Mont.-based HuHot was founded in 1999 and the first franchisee opened a store in Omaha, Neb. in 2002. The fastest growing Mongolian grill concept in the U.S. now has 30 restaurants in 12 states.

UniNet Healthcare Network

Omaha, Neb.-based UniNet is a not-for-profit healthcare network representing 11 hospitals, 1,000 physicians and affiliated entities in Nebraska and Iowa. UniNet is sponsored by Alegent Health, Creighton University Medical Center and Creighton Medical Associates.

Hanser & Associates has provided communication counsel.

Happy Holidays!

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casestudy

Smashburger sizzles into Iowa

Situation: Smashguys, LLC, the Iowa franchisee of Denver, Colo.-based Smashburger, a fast-casual restaurant designed to be everybody's favorite burger place, retained Hanser & Associates to manage their day-to-day communication and marketing in Iowa.

PR Action: Smashburger's first Iowa location opened in September 2009 in West Des Moines. To build pre-opening awareness and word of mouth, we hosted a social media luncheon at the restaurant, worked with influential community leaders to build support for Smashburger and drive attendance at a sneak-peek event, and conducted outreach to news media to generate news coverage. To celebrate the opening and drive traffic, we planned Des Moines' Rock Your

City Band Competition and partnered with Food Bank of Iowa for a charity event.

Results: The first restaurant experiences strong sales due to twenty-one news placements prior to the grand opening as well as word of mouth by 25 social media "heavy-hitters" who attended the luncheon. In addition, 284 area residents including West Des Moines Mayor Steve Gaer attended the sneak-peek event and sampling. The winning band was announced during an in-studio news interview on WOI-TV (ABC) and played live at Smashburger following opening. The charity event was well supported and Smashburger continues to participate in other Food Bank events. A second Smashburger opened in November in Ankeny, Iowa; and over the next two years 14 more openings are planned in Iowa.



West Des Moines mayor Steve Gaer (left) performed the ceremonial first smash in September at the Smashburger restaurant in WDM, the first of 16 in Iowa, as president Scott Crane of Denver-based Smashburger and staff looked on.