



**Electronic Newsletter  
for The Englewood  
Station Arts District:  
Winner Road from  
Sterling through  
Northern Boulevard  
Indep., MO 64052  
englewoodstation.com  
If you would like to  
receive an electronic  
newsletter, please  
send an e-mail  
request to Kara Paris,  
the editor/owner of  
the Englewood Station  
Express.**

**e.s.express@att.net**

**816-252-5622**

**Follow us on**



# Social Media for Your Business

By Dawn Brooks

I have been asked by Kara to write a series of stories on why social media is so important for your business and how it can possibly change the way you look at advertising forever. Social media for business is no longer just an option. It is necessary. Back in the 90's the internet became mainstream, meaning that the average 27 year old has had internet their entire lives. Your customers use some type of social media every single day, and since 95% of the population owns some type of cell phone, it has become very easy to get the word out about your business very inexpensively but mostly, for free.

Have you seen the lists of jobs that will no longer be in existence ten years from now? Printers, postal workers, and broadcasters and newspaper reporters are all on that list. With the technology available now, these jobs are predicted to become as obsolete as the old time switchboard operator jobs. People use the internet to get information now and studies show that 53% of Americans who follow brands on social media are more loyal to those brands.

With that in mind here are eight reasons how using social media can help you grow your business:

1. Keeping up with trends. You can gather relevant customer data and use that information to make smarter decisions about your business. You can find conversations happening around your brand and figure out what is new and what people want. Listen to what people are saying, even the complainers. It may give you new ideas or solutions to problems that you never thought of before.
2. Keep an eye on your competition. See what the other guy is doing and gauge if that will work for you as well! Check out their content, what they are saying, what they are doing to get more followers. Don't copy them but base your further communications on their concept to see if it works for you.
3. Run targeted ads on social media. Run ads based on location, demographics, interests, behaviors, and connections. Reach the people who are interested in what you have to say. Then track the performance of your ads in real time and see how well the ad worked for you. How much of a return you got on your ad and if or how you should change it up to reach more of the people you want as customers.
4. Generate leads, gain customer retention through regular interaction. Studies show that businesses that engaged in social selling reported an increase in sales in 12 months.
5. Get ahead of the complainers. Most people who have a complaint about your business want to tell the world how you "screwed" them. It's worse now, more than ever before, because of social media. Because now they actually *can* tell the world. But for the first time in the history of complainers, social media now allows you to tell the world your side of the story. You can show the world your willingness to help the complainer, how you handled the complaint, what you did to

resolve it and how the complainer is really, just a complainer!

6. Win over customers and gain new ones by providing information and exemplary customer service on social media. Studies show that over [67% of consumers](#) go to social media to learn more about a brand, gauge a feel for the companies' beliefs and standards and for customer service. They expect [responses and will expect you to be on 24/7](#). (You can placate consumers by being clear about the hours you are available. Usually your business hours.) Companies that show the consumer that they are responsive and that they hear what they are saying win out.
7. Increase your search ranking and website traffic by engaging in social media. By directing people to your website or other social media platforms you increase your ranking on the search engines because more people are sharing your information. You become the popular kid in school. The more popular you are the more people want to be your friend!
8. Building long lasting relationships with customers. You are engaging with the people you want to get orders from. Long gone is the sleazy salesman trying to make a buck. People actually want to learn from you and learn about your brand through social media. They want to give you their money and you don't even have to beg them for it.

So there it is, eight really good reasons to be on social media. For the rest of the series I will take several social media platforms, one at a time and go into detail about how to incorporate them into your marketing plan to increase your search engine ranking, and your business success.

**Watch for more Social Media Info in the coming months!**

**A Secret Garden** may be open and you may be able walk through the garden and see all the flowers in bloom and the new Palm House.

**B-Vogue Salon and Gallery** is highlighting Deb Pokora, she finds her paintings within our own earth's nature around us, while exploring the combination of color and texture.

**Englewood Café** is open until 8:00pm serving great comfort food.

**Englewood Row Gallery & Art Space** is showing off its new sign. This gallery still has several of the same former Green Dog Artists.

**La Plaza Restaurant** will be serving their authentic Mexican cuisine.

**Little Hollywood Boutique** will have great fashions and accessories available for your shopping pleasure.

**Luckducks** will be showing, selling the Missouri custom made sewing items and sharing the classes and projects available. Be sure to stop in, this is a new shop, only the second art walk.

**Mugs Up Diner** will be serving the famous Zip-burgers and Rootbeer. Also a verity of other items. Their special will be the famous Mugs Up t-shirts. Come in and have some dinner and purchase a shirt.

**Pottery Art** you, can paint your own pottery. There is a large selection of utility ware, animals, and banks to choose from. All pieces suitable for adults and children.

**Come on out and Join Us!**

**Puppetry Arts Institute** will be entertaining with the "Family Improv Theater." Come on in and you and your family can play with the puppets and put on a show for someone else.

**Three Trails Trading Post and Artisan Gallery** will have art in motion, including Sylvia Tanner demonstrating bead weaving, Vira Dobbins will be here to show off her raku and talk about her fused glass, and owner, Kara Paris has silversmithing and several different artistic areas of expertise.

**Vivlore** has upstairs open for your perusing pleasure, two floors of art, antiques, gifts, jewelry, seasonable, and boutique items.

## Looking Ahead

### Three Trails Trading Post & Artisan Gallery

Classes for jewelry making are scheduled by appointment! When is a good time for you? You too, can be an artist, with a little guidance! Look at the website and see what classes spark your interest. [www.3trailstradingpost.com](http://www.3trailstradingpost.com)

Here is the line-up for scheduled classes January and February: Sign up by calling 816-252-5622, limited class size.

#### Lampwork or Glass Bead Making

<b>April 22,</b>	1 PM Glass Bead Making
<b>May 20</b>	<b>Part 1</b> 4 hours \$65.00

<b>April 23,</b>	2 PM Glass Bead Making
<b>May 21</b>	<b>Part 2</b> 4 hours \$65.00



**Shopping. Workshops,  
Entertainment, and**

**\*\*\*Puppet Shows\*\*\***

**Admission \$25.00 per person**  
reservations are requested, as seating is limited.

**April 28, 7:00 pm**

### The Artistry of DoLores Hadley

"Worlds of Fun's '  
Puppet Lady'"  
as related by her son,  
Dan Hadley

**Silent auction**  
with wine and hors  
d'oeuvres buffet,  
program to follow.



**Admission \$6.00**  
**per person**

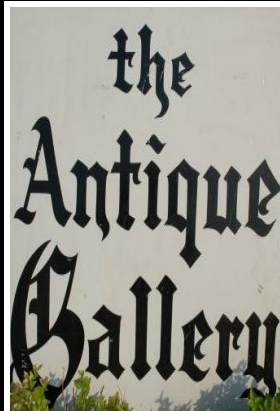
**April 29,**  
**11am/2pm**

### The Three Bears

Performed by Michelle O'Donnell &  
Stan Gulick of Peppy Puppets

The classic story of Goldilocks and her visit to the Bears' cottage. Children are welcome to bring their own stuffed bears to the show with them!

Puppetry Arts Institute  
11025 E Winner Rd., Indep., MO 64052  
816-833-9777 [www.hazelle.org](http://www.hazelle.org)



A new business coming to Englewood soon, and is looking for antique enthusiasts. Whether you have some nice items to sell or like to hunt for great items to sell, this may be for you! Please call Kara at 816-252-5622 for the terms of this business opportunity.



## Northern Blvd Unite Methodist Church

### Please Help with GRADUATION GIFTS FOR HOMELESS STUDENTS

The Independence Ministerial Alliance is supporting an effort to provide gift cards for graduating Independence School District homeless teens who have to work harder than most to making their dream of graduating from high school a reality. This will help in their challenge of starting out in life, going to college or into the work force. Tax deductible donations can be made through the IMA **OR** checks given to ISD Foundation and marked for IMA Homeless Seniors Graduation Project. If you wish to donate please send by May 11 to: Rev Sherry McGlaughlin, Pastor, 3625 Blue Ridge Blvd, Independence, MO. 64052. The IMA will present the funds to the Independence School District Foundation which oversees funds directed to homeless students.

### CINCO DE MAYO TACO DINNER

Northern Boulevard United Methodist Church will celebrate Cinco De Mayo early on Sunday, April 30, from 12:00 Noon to 1:30 PM. All you can eat Tacos or Taco Salad, plus drink & dessert is \$8 for Adults, \$4 for Children 4-10, and free for children under 4. Everyone is also invited to join us in our 10:30 AM for Worship Service. We are located at 1800 Northern Blvd. (SW Corner of Winner Road & Northern), Independence, MO 64052 Telephone: 816-252-7977

Website: [www.nbumcmo.org](http://www.nbumcmo.org)

**Come on out and Join us!**



**Wine Tasting Fun Events**  
**Event Space Available**

"Make your tastebuds come alive with our wines!"

Phone: (816) 248-9436

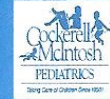
custserv@tophatwinery.com  
[www.tophatwinery.com](http://www.tophatwinery.com)

120 S. Main St.  
Independence, MO 64050



Office Hours		
<b>Monday ---- Thursday</b>	<b>Blue Springs</b>	<b>Independence</b>
Regular Appointments	8:00 a.m. – Evening*	8:30 a.m. – 5:00 p.m.
Walk-in/Urgent Care	8:00 a.m. – 9:00 p.m.*	8:30 a.m. – 4:00 p.m.
<b>Friday</b>		
Regular Appointments	8:00 a.m. – 5:00 p.m.	8:30 a.m. – 5:00 p.m.
Walk-in/Urgent Care	8:00 a.m. – 9:00 p.m.*	8:30 a.m. – 4:00 p.m.
<b>Saturday</b>		
Regular Appointments	9:00 a.m. – 12:00 p.m.	9:00 a.m. – 12:00 p.m.
Walk-in/Urgent Care	9:00 a.m. – 12:00 p.m.*	9:00 a.m. – 12:00 p.m.*
	1:30 p.m. – 5:30 p.m.*	Closed
Walk-in/Urgent Care	12:00 p.m. – 6:00 p.m.*	Closed

Appointment times may vary by day  
Call or visit us on-line for holiday schedules  
Urgent Care rates apply to all walk-in/UC hours and all appointments on weekends,  
Physicals/check-up excluded  
An evening fee may be billed for regular, evening appointments



Three locations to serve you!

**Independence Office**  
11200 Winner Rd • Independence • MO • 64052

**Blue Springs Office**  
205 NW R D Mize Rd • Ste 304 • Blue Springs • MO • 64014

**Higginsville Office**  
1717 Main St • Higginsville • MO • 64037

816-228-4770



**Honest fair truck or  
automotive repair  
Licensed & insured**

**10800 E Winner Rd.  
Independence, Mo 64052**

**RYAN'S CAR CARE CENTER**

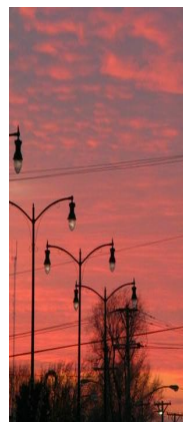
call Ryan at  
816-252-1098 or visit [www.carrepairindependence.com](http://www.carrepairindependence.com)

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On Facebook**



### Englewood Station Express Ad Prices

Business card size	\$15.00
1/4 page	\$30.00
1/2 Page	\$60.00
Full Page	\$100.00
Multiple issue discounts and yearly discounts!	

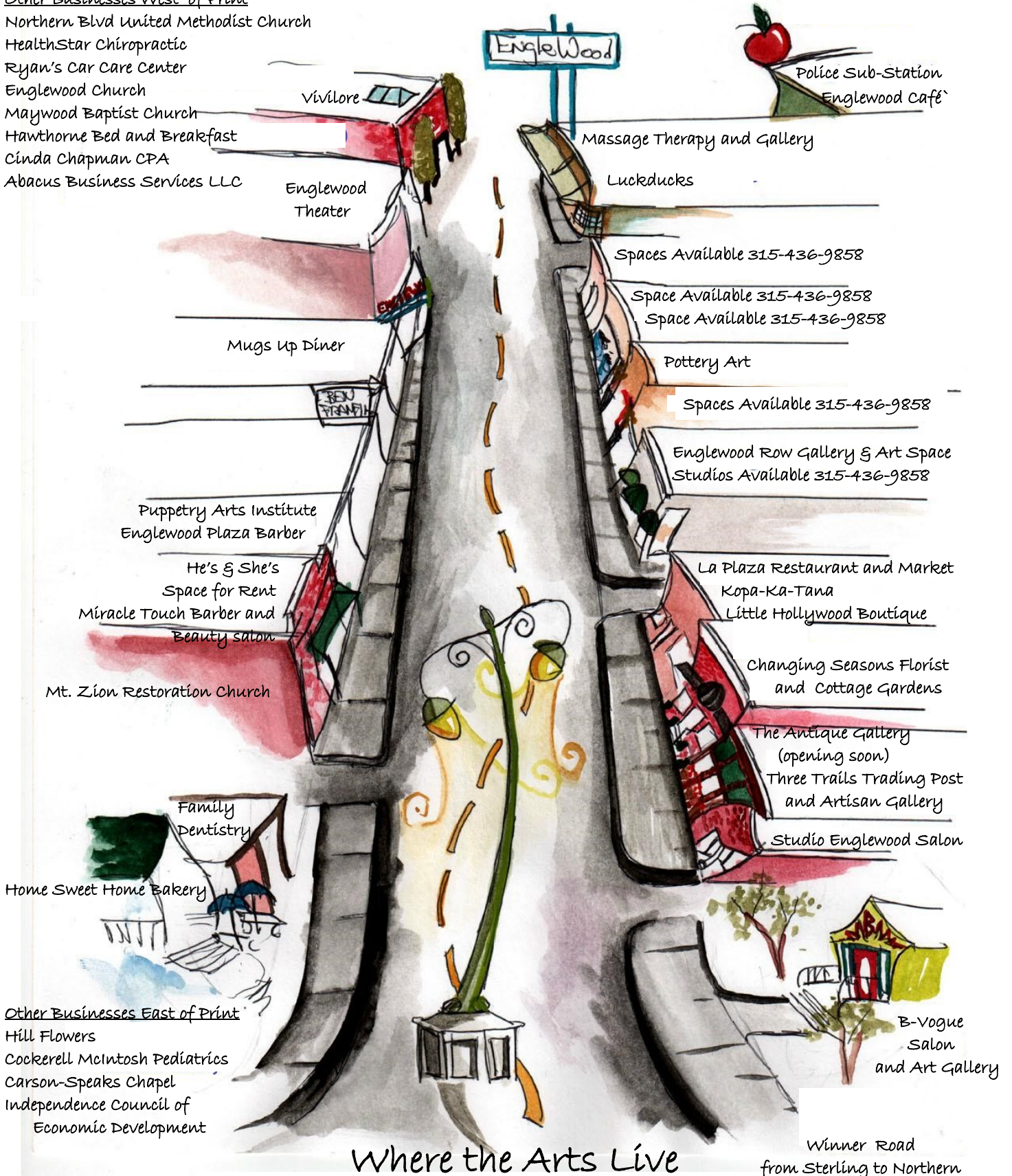




# Englewood Station Arts District

## Other Businesses West of Print

Northern Blvd United Methodist Church  
HealthStar Chiropractic  
Ryan's Car Care Center  
Englewood Church  
Maywood Baptist Church  
Hawthorne Bed and Breakfast  
Cinda Chapman CPA  
Abacus Business Services LLC



## Other Businesses East of Print

Hill Flowers  
Cockerell McIntosh Pediatrics  
Carson-Speaks Chapel  
Independence Council of Economic Development

Where the Arts Live

Winner Road  
from Sterling to Northern