

CLIENT PERSPECTIVE: Thomas A. Warger Consulting



Tom Warger in a two-way coaching session with Kanisha Hans, one of his Venly Fellows who served as part of Thomas A. Warger Consulting's Social Media Support Team.



At Thomas A. Warger Consulting, I serve as a contract Chief Information Officer for universities and colleges across the U.S. and as a strategic adviser to their leadership teams. I've been privileged to serve over 80 institutional leaders in higher education. For the last 16 years my business has come to me by word of mouth references.

GOALS

I use social media and the web to reinforce my presence as a thought leader in a way that engages my professional community with updates on what I'm working on or thinking about over time. That way, when challenges come up for them or their colleagues, they often see a benefit in recommending my services because they know I'm focused on relevant solutions to them. In my business, it's all about referrals. Not once has anyone called for help out of the blue. In my case, people only reach out based on trust or because they already know my reputation.

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So why did I as an IT professional enroll in the Venly Service? I had a very clear goal. I wanted my Fellow and the Venly Social Media Support Team to serve as the extension of my staff. In fact, they are my entire staff.

My Fellows and the Venly team act as my trainers, and I in turn serve as a mentor to the Fellows. Specifically, we make sure that Thomas A. Warger Consulting follows through on:

- Work steps to strengthen my social media channels,
- Daily posts that continually refresh my thought leadership in the field,
- Updates of my website to better reflect my brand, and
- Development of ongoing ways for existing and potential clients to experience my work and learn more about best practices.

8 BARRIERS TO SMALL BUSINESSES USING SOCIAL MEDIA

At a Glance:

- Thomas A. Warger Consulting

Business Overview:

- Providing Assessment Consulting, IT Project Management, and Interim IT Leadership to colleges and universities across the U.S.

Goals:

- Social media upgrades
- Daily posts
- Updates of website
- Best practice showcasing

Strategies:

- Engaging clients and prospects through social media channels (e.g., Youtube, LinkedIn, and Google Analytics) and websites.
- Relying on Venly as extension of team.

Results:

- **86% increase in annual revenue**

STRATEGY

To maintain and strengthen my professional network, Venly coached me on improving my search engine optimization by claiming and more fully using my social media channels. Venly focused on Youtube training to create informational videos that showcased my ex-

perience. Venly also coached me on how to leverage my personal and professional LinkedIn profiles that underscored my expertise and allow me to stay in touch with my contacts through more content-rich posts that my clients and prospective clients value. I found myself relying on Venly as my team which allowed me to avoid the cost and management time of hiring my own employees.

As my strategy with Venly played out successfully, I had more clients, but even less time for web and social media outreach. To keep the firm's momentum, I requested add-on services from Venly that would further expand the impact of my brand. I subscribed to Venly's "Daily Content in My Voice" service where Venly creates content points unique to my business and posts them to Facebook and Twitter. That meant I only needed to guide the Venly team on how to find content about my industry that spoke to my interests and reinforced my ability to stay ahead of the market forces driving my clients. That started with a magic moment when the Venly Social Media Support Team interviewed me and was able to understand what insights I was looking for. I review each of the elements of our editorial calendar, but our mutual effectiveness over time roots back to that shared understanding.

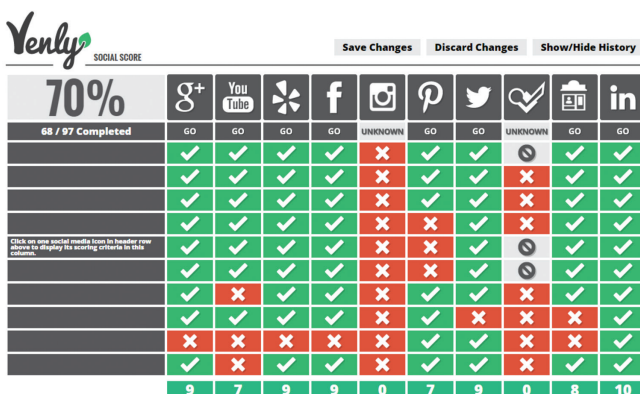
After the work on social media, I requested a new website from my Fellow along with new branding that would allow my business to be easily identifiable online and in-person. My Fellow trained me on Google Analytics as a tool to help measure the new traffic and engagement attracted by my improved website

and my social media. I also turned to Venly for support on how my own firm's use of the web could help transform how my clients operate.

In particular, I want my university and college clients to incorporate the dynamic, flexible, and community-generated approaches I use with my Venly team.

RESULTS

My strategies with Venly became progressively sophisticated and impactful as we transitioned from one set of work steps to the next with each of the Fellows on my team. From the time my local Chamber of Commerce introduced me to my first Fellow as a Venly certified social media expert, we covered over one hundred worksteps together. As a result, my Venly Social Score increased as we worked from 7% to 70%. In business terms that supported my adding more value to my clients and prospective clients while Thomas A. Warger Consulting's year over year revenue increased by 86%.



After one of our milestones when I transitioned from one Fellow to the next, I sat down and wrote to Venly about the caliber of recent graduates who receive the Fellowship. Here's what I wrote:

"My Fellow showed both an excellent ability to listen actively (adjusting her understanding as she takes in what she hears) and to move quickly on the work. I know any number of people who can do one or the other very well. But I honestly cannot remember anyone else who did both of those to such a high standard. I think this matters in her line of work--design and professional services; hurry and distraction are the enemies. Accuracy and focus are so valuable."

"In short, my Venly team's 'Daily Content in My Voice' service, social media training, and website launch, contributed to a marked increase in my brand awareness and engagement across my network. I now feel confident that potential clients get a more complete picture of what it is like to work with me through my social media content as well as my branded website. By working with Venly as an extension of my team, Thomas A. Warger Consulting has become that much more of a recognized leader in our field, and a go-to consultant when confronted with large scale IT projects. In my line of work, I think of social media as a way to maintain relationships. As long as a colleague, college, or university in my network keeps seeing and valuing posts related to me and my work, they'll have my name in the back of their mind. So when they need those services, I'll be the first person they contact."

