

MKM LIVE: Tuesday, July 31

- Creating Community & Cascade Heart & Soul
- July Workshop Wrap-Up
- Amerikan Made recap
- Exciting partnership with Kirkwood - Jones County



MKM LIVE: Tuesday, July 31

- What are your talents?
- What are your hobbies?
- What are your skills?
- How can you take that enjoyment and serve others?



MKM LIVE: Tuesday, July 31, Creating Community

- Use Social Media platforms to grow and share your purpose and impact - BUILD YOUR COMMUNITY
- Social Media marketing is different from traditional marketing
- Loyalty isn't only to your business, but to your community
 - Physical
 - Digital followers



MKM LIVE: Tuesday, July 31, Creating Community

- Provide value (physical or digital community)
 - Content
 - Educational
 - Inspirational/motivating
 - Encouraging
 - Intentional
 - Support and Engage with others



MKM LIVE: Tuesday, July 31, Creating Community

- Local project to engage community members
- Create pride & purpose for our town
- Cascade Heart & Soul



MKM LIVE, Monday, July 30: Events

- Mondays live at noon CST
- Tomorrow: American Realty in Dubuque
- Next Monday, August 6: Starting and Marketing your Business' Blog
- Kirkwood Workshop
 - Details to come
 - To sign up contact Abby Jaeger at Kirkwood Jones Regional
- Community
 - CHS Job Fair

