



Dean Isaacs

Dean Isaacs is a Partner with Messer and Company, a Management, Marketing and Training services firm headquartered in San Diego, CA. Over the past 17 years Dean has worked with companies of all sizes, from small entrepreneurial businesses to the fortune 500.

He has firsthand experience in developing and implementing marketing plans and sales strategies focused on growth and profitability. Dean has assisted companies in many areas including strategic and marketing planning, sales training, business development, human resources and operations.

He has served as Owner, General Manager, Vice President of Sales and Marketing and Director of Business Development for companies in San Jose, Denver and London, England.

He is active in many local and national groups including, the Association for Corporate Growth, Associated General Contractors and the San Diego Regional Sustainability Partnership.

Messer & Company, Inc.

MANAGEMENT

Management services include: strategic planning, human resource services, process improvement, succession planning, executive coaching and implementation.

MARKETING

Marketing services include: marketing plan development, market research, collateral design and development, branding, online and social media marketing.

TRAINING

Training services include: useful, practical and educational topics that help you enhance teamwork, improve profitability and stimulate growth. We offer customized management development and sales training that is designed fit your needs.

We have assisted companies in various industries including Banking, Law, Accounting, Construction, Manufacturing, Distribution and Technology.

Welcome!

Grow Your Business &
Your Professional Network
with Social Media

Presented by:
Dean Isaacs



MESSER & COMPANY, INC.
Management Training

Marketing Plan

- Research
- Definition of your target market(s)
- Marketing message and value proposition
- Communicating to your market
- Measuring results

Internet Marketing Strategy



Social Media



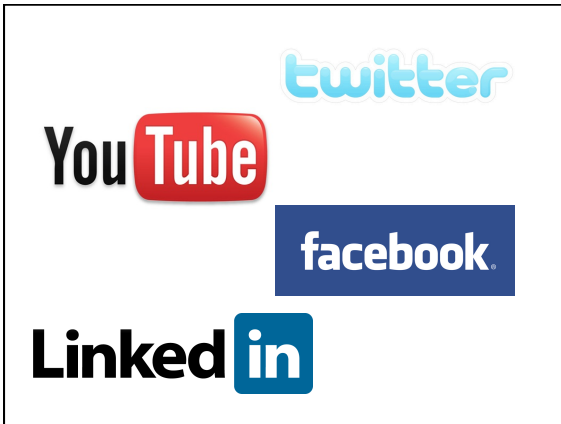
Social Media

1. Visible
2. Credible
3. Findable






"Social Media Marketing: Enables others to advocate for your business through compelling content"






Some Statistics

	39 yrs / 175M users
	38 yrs / 750M users
	44 yrs / 120M users

LinkedIn

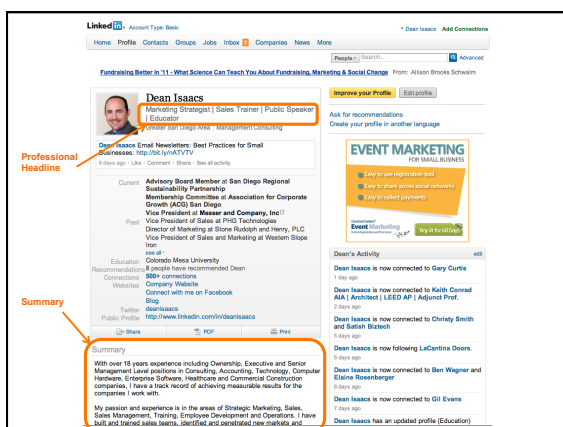
- ☐ World's largest professional internet network
- ☐ More users make \$100,000+ per year
- ☐ 120+ million members in over 200 countries
- ☐ Approximately half are located US
- ☐ **2,000,000,000** people searches in 2010
- ☐ 2,000,000+ companies have LinkedIn Company Pages



1. Profile
2. Connections
3. Groups
4. Activity
5. Recommendations
6. Company Profile



1. Profile
 - i. Professional headline
 - ii. Summary
 - iii. Complete your experience section
 - iv. Use key words



Professional Headline

Summary

New York Activity

Executive Summary:

- **Advisory Board Member**
San Diego Regional Sustainability Partnership
Research Triangle Institute Management Fellow
2008 – Present (3 years)
- **Member, San Diego Sustainability Partnership** is the largest consortium of business, government, academic & community organizations supporting a sustainable future for the San Diego region.
- **Membership Committee**
Association for Corporate Growth (ACG) San Diego
2008 – Present (3 years)
- **Vice President**
Measer and Company, Inc.[†]
Managing Director, International Consulting Division
2003 – Present (8 years)
- **Management, Marketing and Training services firm working with clients throughout the U.S. that generate \$50M+ in annual revenue.**
- **Primary responsibilities:** Manage operations, new client development and client consulting engagements. I work with clients in Professional Services, Technology, Healthcare, Branding and Construction markets.
- **SAMPLE RESULTS:**
 - Developed first marketing and sales initiatives resulting in 80% increase in revenue
 - Completed market research project resulting in \$2M savings for client
 - Designed and executed in execution of marketing strategy leading to a \$5.9M increase in sales
- **PROJECTS COMPLETED INCLUDE:**
 - Business Strategy planning
 - B2B, B2C, BOD and distributor channel marketing
 - Branding & message development
 - Online Marketing, SEO and social media
 - Product launch initiatives
 - Market research and competitive analysis
 - Client success metrics development
 - Education and seminar engagement
 - Sales and management training
 - Business value realization and planning
 - Leadership development/coaching/training
- **Business value realization and planning**
- **Dean has 7 recommendations (4 clients, 3 partners) including:**
 - (A) Steve McWilliams
 - (B) Anthony Young
- **Vice President of Sales**
PHD Technologies
Software Technology and Systems Inventory

Dear's Connections (80+)

Amanda Scott
Recruiting Professional

Kyle Michaelson
CEO

Kim Leveraged
A Catalyst for Sales Growth Focusing on the Bottom Line

[See all Connections »](#)

Note: Currently your connections are listed as connected to you - recommendations are NOT

Dean Recommendations (4)

Candace Barter, LEED Green Associate,
Director of Field Operations, Kordium Electronics, Inc.

"I had the pleasure of working with Candace for..."

Doug Healy, Sales Manager - North East,
PHD Technologies


"Doug is an outstanding Sales Professional with..."

Carline Prescott, President, Lucid Valuations and Investments LLC


"I have known Carl over 8 years, she is a..."

[See all Recommendations »](#)

Viewers of this profile also viewed...




Vinay Measeer
Founder, Measer and Company, Inc.




Chris Thomas
PEO Specialist • HR Outsourcing...




Rita Unruh
Chief of On-Site Medical Officer Design...



John Herberger Jr.
President, Herberger Group Inc.



Mark Nelson
City ed of the Sea 1



Michael Weiss

LinkedIn

- 2. Connections
 - i. Build proactively
 - ii. Follow-up using LinkedIn
 - iii. Stay in touch
 - iv. Ask connections for introductions

Invite Rebecca to connect on LinkedIn

How do you know Rebecca?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☐ Friend
- ☐ Other
- ☐ I don't know Rebecca

Personalize → Include a personal note (optional)

Hi Rebecca,

It was a pleasure meeting you today at the presentation. I look forward to staying in touch.

I'd like to add you to my professional network on LinkedIn.

- Dean Isaacs

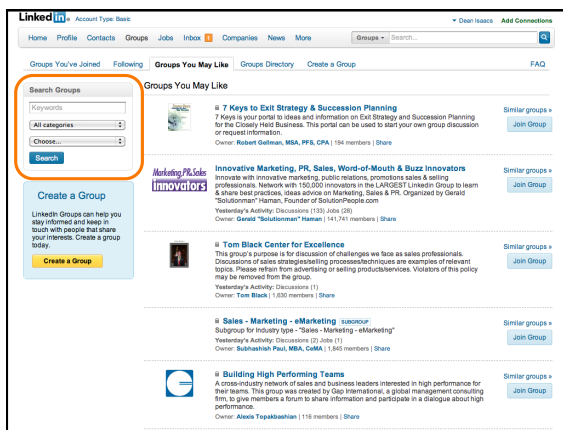
Important: Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)



3. Groups

- i. Search
- ii. Join
- iii. Participate
 - a. Answer questions
 - b. Post comments and questions
- iv. Connect with group members directly






4. Activity

- i. Stay "top of mind"
- ii. Demonstrate expertise
- iii. Post 1 x week
- iv. Use mobile apps
- v. Update profile

Dean's Activity

Dean Isaacs How Marketers Can Get More From Infographics <http://t.co/PPRb4p4W> via Twitter 3d



How Marketers Can Get More From Infographics mashable.com
Infographics are on the rise, and well-made, well-placed creations can broaden a brand's reach further than any advertisement.

1 minute ago · Like · Comment · Share

Dean Isaacs is now connected to Marc Devoe
4 hours ago

Dean Isaacs is now connected to Andrew Carle
2 days ago

Dean Isaacs is now connected to Jennifer Edwards
3 days ago

Dean Isaacs Looking forward to presenting "Building Enterprise Value with Social Media" next week at ACO San Diego <http://bit.ly/gP70w>
3 days ago · Like · Comment

Dean Isaacs
Best Leadership Books of All Time inc.com
3 days ago · Like · Comment · Share

Dean Isaacs is now connected to Nancy McMonigal
4 days ago

Dean Isaacs Do You Think Like An Employee Or An Entrepreneur? <http://bit.ly/qE3DLq>
5 days ago · Like · Comment

Dean Isaacs is now connected to Cecilia (Ceci) Cresto
5 days ago

Dean Isaacs is now connected to Mazen W. Karaman, Ph.D., M.B.A.
5 days ago

Other »

LinkedIn

5. Recommendations
i. Give and receive

6. Company Profile

Connect with me on LinkedIn and ask me for a free guide to creating your company page
www.linkedin.com/in/deanisaacs



Thank You!

disaacs@messerandcompany.com
www.linkedin.com/in/deanisaacs
www.messerandcompany.com
858.674.6604



A Few Words from Our Clients:

Your insight and Strategic Planning skills have given us an exciting vision and road map for future success for years to come.

— *Korman Electric*

Both training programs were very well received. They were professionally presented, clear and concise, were fact-based and applicable to our company's specific needs and concerns. We look forward to our follow-up sessions.

— *Image Craft*

One can only judge the effectiveness of an event like this by long term results. I am pleased to report that the outcome has far exceeded our expectations.

— *Hewlett Packard*

The interaction that both Wade and Dean had with the class was professional, no non-sense and practical. The class helped me to truly assess and modify my current sales practices... The homework they issued helped me understand the steps learned and digest it all. I appreciated the workbooks for a quick reference and the little cheat cards they provided us... on a recent sales call we tried to implement the sales steps we learned, suffice it to say we were successful.

— *Torrey Pines Bank*

Mr. Messer is a tremendous teacher and encourager, helping our company realize even more than we expected. It is my opinion that the firm of Messer & Company will add much to any company's ability to invest time and resources into achieving greater financial stability with their market.

— *Scotter Lift Manufacturing*

Your level of professionalism, impartiality, and no-nonsense approach were instrumental in developing a very practical & useful plan.

— *CORE Construction Services*

Your insight & experience provided tremendous benefit in working through all the issues we identified. The program you assisted us in outlining will be very successful in bringing us new business relationships to our bank.

— *National Bank of Arizona*

Some of the Clients We Have Assisted:

Hewlett Packard Company, Ft. Collins, CO
Five Elements, San Diego, CA
Singer Lawak, LLC, Los Angeles, CA
Korman Electric, Inc., Phoenix, AZ
Campbell, Lauer & Murphy, San Diego, CA
Torrey Pines Bank, San Diego, CA
Image Craft, Phoenix, AZ
Turner Construction Company, San Diego, CA & Phoenix, AZ
Cumberland Electric Membership Corporation, Clarksville, TN
CORE Construction Services of Nevada, Inc., Las Vegas, NV
NOBUS Property Management, Phoenix, AZ
R.C. Thornton Financial Group, P.O. Phoenix, AZ
Swinton Inc., San Diego, CA
Rowan Electric, San Diego, CA
Colorado East Bank & Trust, Lamar, CO
Capital Growth Properties, San Diego, CA



MESSER & COMPANY, INC.
Management • Marketing • Training



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**Taking Business To
The Next Level**

MANAGEMENT

Our management services help our clients increase profits by setting the direction & achieving the goals of their organization.

STRATEGIC PLANNING

- A Strategic and Tactical approach to planning.
- Research:
 - Client interviews or focus groups.
 - Competitive analysis & market research.
 - Management interviews.
- Planning session.
- Regular review.

HUMAN RESOURCE SERVICES

- Job descriptions.
- Employee handbooks.
- Assessment tools.
- Employee review systems.
- Policy & procedure manuals.

OPERATIONAL EVALUATION AND DEVELOPMENT

- Tactical operational and systems review.
- Process improvement plan.
- Documentation of procedures.

SUCCESSION PLANNING

- Exit plan development.
- Leadership development.

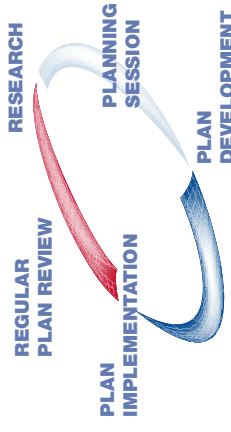


MARKETING

A good reputation is no longer enough to attract new business. Generating new revenue begins with developing a marketing strategy that will produce results.

MARKETING PLANNING

We help our clients develop a systematic approach to generating leads through research and planning.



MARKETING SERVICES

- Marketing plan implementation.
- Market research.
- Competitive analysis.
- Marketing collateral development.
- Social media and online marketing.

TRAINING

Training your employees improves their productivity which increases company profits.

We take the time to listen to you & customize each training module to meet your specific needs.

TOPICS INCLUDE:

- Effective Management
- Communication - Making it Work for You
- Managing Time & Having Fun Doing It
- How To Deal With Those Difficult People
- Hire Right - Hire Once
- The Employee Review - A Motivational Tool
- Marketing For Success - What You Need To Know
- The Psychology Of Buying - Sales Training
- Outrageous Customer Service - "Kiss Em Ti Their Lips Are Chapped"

**"Stop Complaining
& Start Training!"**

