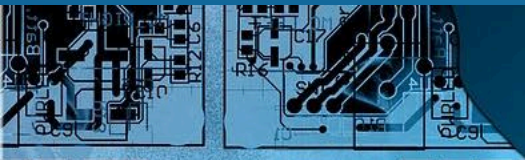




# *One To Many LLC* Social Capital Marketing

"Growing local businesses through the power of social capital marketing."

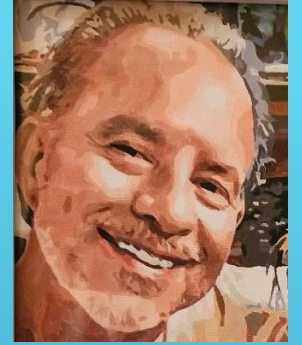




## ***One To Many LLC*** **Social Capital Marketing**

# About OneToMany LLC

## <https://onetomany.biz>



At OneToMany, we grow local businesses through the power of social capital marketing, in Albany, Saratoga, Schenectady, and Rensselaer Counties.

By leveraging social capital, our relationship development empowers our clients to achieve sustainable growth and reliably attain their business goals.

Social capital is the value derived from positive connections between people. It isn't held by an individual, but instead appears in the potential between social network connections and individuals.

At OneToMany, our social capital marketing consists of:

- i) personal relationships
- ii) social network support
- iii) civic engagement
- iv) community involvement
- v) trust and reciprocity

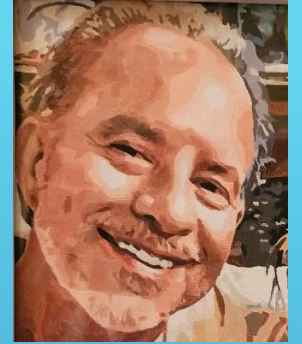
With clients in Albany, Latham, Clifton Park, Malta, and Saratoga Springs, in-person business development on our clients' behalf is the "skin in the game" approach that so differentiates us from the crowd.

**Visit <https://www.linkedin.com/in/bretsmithhip/> to learn more about our Chief Relationship Officer, Bret Smith!**



## ***One To Many LLC*** Social Capital Marketing

# Our Vision, Our Mission



At OneToMany LLC, our vision is to become the leading social capital marketer for small to medium-sized business owners and their managers in our four-county region.

Social capital marketing and relationship development at-scale represent the latest approaches to operationalizing small to medium business growth.

We guarantee each client at least three (3) one-to-many presentations.

*Visit <https://www.linkedin.com/in/bretsmithhip/> to learn more about our Chief Relationship Officer, Bret Smith!*





## ***One To Many LLC*** **Social Capital Marketing**

# Why OTM and Social Capital Marketing?

## **EXPERIENCE**

Lead by a serial entrepreneur with 30+ years of relationship marketing and business development experience, OneToMany brings a wealth of knowledge to small and medium-sized businesses.

## **INNOVATION**

Social capital marketing and relationship development at-scale represent the latest approaches to operationalizing small to medium business growth.

Social capital is a social science concept describing the networks of relationships and interactions that enable people to work together and achieve common goals. It involves shared values, trust, and reciprocity within social networks. It can also be thought of as the potential to gain resources and information through personal connections.

## **PASSION**

One of the most satisfying aspects of what OneToMany does is witnessing - time and again - how relationship development and social capital marketing make small to medium businesses grow!

We're passionate about our clients' success, both as businesspeople and human beings. Playing a role in their lives through business consulting, speaker mentoring, and leadership development is extremely fulfilling.





## *One To Many LLC* Social Capital Marketing

# Core Services

## RELATIONSHIP MARKETING

We create strong, emotional connections with customers, helping to ensure long-term customer satisfaction and brand loyalty. Benefits include driving ongoing business, generating free word-of-mouth promotion, and securing information to generate leads.

## RELATIONSHIP MARKETING STRATEGY

Includes the above service, while developing a strategy to encourage repeat business, ultimately aiming to increase customer lifetime value through personalized engagement and meaningful interactions.

## RELATIONSHIP DEVELOPMENT

Relationship development focuses on implementing the process of creating and growing a connection between people to achieve shared goals.

## BUSINESS DEVELOPMENT

Business development is the process of planning for future business growth by identifying new opportunities, forming partnerships, and adding value to a company.





## ***One To Many LLC*** **Social Capital Marketing**

# Ancillary Services

## Business Consulting

Business consulting provides expert advice to help businesses improve their performance and success. We work with business owners and managers to help them identify and overcome obstacles that may be preventing their business from growing. We also serve as a "clearinghouse" for owners and managers to access vetted resources to help grow their business further.

## Sales Coaching

We work with owners and managers to identify areas for improvement, set goals, practice new skills, analyze performance, and identify mistakes and missed opportunities.

## Speaker Mentoring

Speaker mentoring is a one-on-one relationship between a mentor and a mentee where the mentor provides guidance, advice, and support to help the mentee improve their public speaking.

## Leadership Development

Business development is the process of planning for future business growth by identifying new opportunities, forming partnerships, and adding value to a company.





***One To Many LLC***  
Social Capital Marketing

## Vetted Resources

### **CONTENT**

Content Development  
Content Strategy  
Content Marketing  
Leadership Development

### **SOCIAL MEDIA**

Social Profile Development  
Social Media Optimization  
Social Media Marketing

### **CREATIVE SERVICES**

Logo Development  
Website Development  
Search Engine Optimization  
Leadership Development

### **MISCELLANEOUS**

Influencer Marketing  
Affiliate Marketing  
Marketing Communication  
and Public Relations



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Contact Us For More Information!

