Building Your Community
Building Your Brand
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Where do you spend your time?
- Quality
- Atmosphere
- FOMO
- Product Selection - LTO’s
- Services

What makes you feel good?
- Attention
- Credit
- Positive Reinforcement
- Engagement
- Recognition
What makes you feel good?

Marketing without Spending

- Contests
- Collaborations
- Strategic Social Blasts
- Limited Edition Anything

Marketing without Spending

Giving to Grow

How do you decide when to give & when to say no?

- Boundaries
- Selection Process
- Giving BIG
  - Events
  - Partnerships
  - Holidays
Giving to Grow

What is ‘Positive Disruption?’

From doughnuts to burritos?

Montclair Bread Company gets lights from you.

[Images of people and objects related to the topics mentioned]