



THE EXCHANGE

A WEEKLY PUBLICATION OF
THE DALLAS BUSINESS ASSOCIATION

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dallas business association

Networking that WORKS

The designer of DBA's current website and logo, Kalpana Murthy, spoke to us about current trends in digital marketing and potential upgrades to our website. Kalpana founded Kriti Web Solutions, LLC, an affiliate of WSI, in 2009. Her company brings state-of-the-art strategies and solutions to leverage the power of the internet and help businesses to broaden their reach online in their target market. In reviewing the analytics of the DBA website, Kalpana reported that the site had 449 unique views within the first 3 months of the year, with an average stay on the site of 2 minutes. She suggested that DBA implement a Google My Business Page, which is a free business profile listing on Google My Business. She also suggested utilizing banners to increase information and to capture leads by including a lead form. Including videos and testimonials on the website will increase our web presence. Overall, the analytics indicated that the website was performing well.

GUESTS: George Ferrin, Fred's alternate, and Sigrid Cook (does not have email) Fred's Guest.

TUESDAY'S PROGRAM: Mike Mitchell, Millennium Mortgage Services.

Notes and Announcements

Mike Mitchell, of Millennium Mortgage Services has submitted an application. Please contact our membership chair, Robin Hamm, if you have any questions or comments concerning this application.

Harriet "Chick" SHAM passed away last week. Chick was married to long time DBA member Jack Sham, who passed in 2009. They are the parents of radio personality, Brad Sham.

April Birthdays: David Davis: 04-18; Joe Kboundi: 04-22.

April DBA Membership Anniversaries: Connie Smith – 1989; Michelle Kubitz – 2017.

Amount of Business Given: \$26,400.00. Amount of Business Received: \$96,500.00.

Of Member's Present: 10. Leads Received: 5. Leads Given: 5.

MEMBERS ABSENT: David Davis, Cassie Bledsoe, Connie Smith, Darrell Blank, Robin Hamm, Steve Meleleu, and Lynn Hood.