

# Watermelon Social

## Personal Branding and Social Selling

How businesses brand and sell to other businesses has undergone significant change with the growth of social media. The first meeting is now not a meeting at all, but a prospect looking at a company's leadership or sales team on LinkedIn and other social media platforms. Personal branding may be the decider for further contact.

Posts and email outreach to professional networks encourage added contact and are rapidly making business growth personal. Watermelon Social was founded to leverage this change.

Talk to us and we'll talk to you about your brand and how we can leverage your professional network to drive engagement, leads and sales. We promise to grow your business in a more personal and connected way.



**Sandra de Novellis**  
Chief Marketing Officer, Telehouse  
Think Innovation



**Bob Perkins**  
Managing Partner, Sharp Arrow Consulting  
Research-Driven Business Solutions



**Rob Labritz, PGA**  
Director of Golf, GlenArbor Golf Club  
Game On!

Selected Clients

Hello.

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