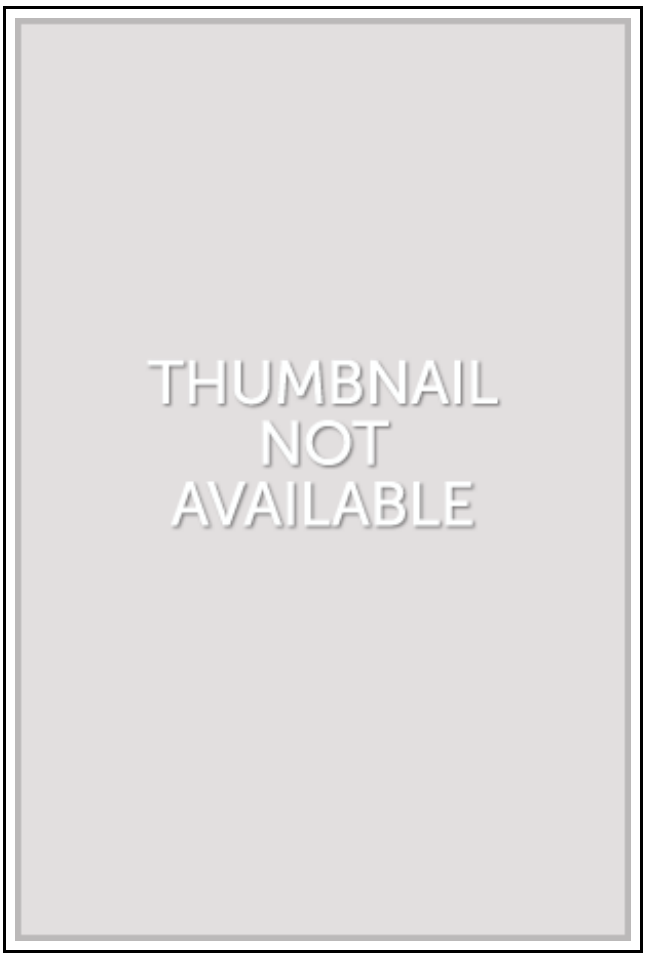
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Reviews

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BEFORE THE DOORS OPENED: HOW ONE ENTREPRENEUR CAPTURED THE HEARTS OF A COMMUNITY AND THE ATTENTION OF FACEBOOK (PAPERBACK)

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Scene75 Entertainment, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Jonah Sandler, CEO of Scene75 Entertainment Center, sat down with his partners one evening to explain his predicament. He and his team were three months away from opening the largest indoor entertainment center in the country. Scene75, a 124,000-square-foot facility, had been his brainchild and his life s labor for more than three years. However, numerous city-imposed plan revisions, all in the late stages of construction, had led to significant cost overruns, ultimately consuming the entire project s budget and handcuffing any proposed marketing expenditure. While free local media coverage, including front-page articles in the Dayton Daily News and exposure on prime time television news broadcasts, had previously highlighted the facility s progress, his brand remained practically unrecognizable. His partners were terrified! But Jonah had a plan-a plan for which even he underestimated the results. He bet his entire relative pittance of a marketing budget on Facebook ad campaigns. His gamble paid off, in a very big way. Over a three-month timeframe, Jonah grew his fan base to 23,000 local and engaged fans-all prior to opening the business. The page has more than 69,000 fans today. This book explains the creation of Scene75 and how Facebook marketing helped Scene75 grow from an empty warehouse into a regional destination, as well as a Facebook company favorite-all before the business actually opened. But Before the Doors Opened is far more than a story about business and one entrepreneur s successful use of social media. This book traces the heartfelt journey of a young entrepreneur who risked everything he had to create a values-led business, improve a community, help his family through financial hardship and give a task his utmost...

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