

December 17, 2018



To Whom It May Concern:

Please allow me to tell you about my experience with Barton Marketing Group and their social media training. In 2015 the APC office made the decision to contract with Barton Marketing Group for a variety of services including help with our digital footprint. Our goal was to expand our presence on social media with a focus on Facebook and Twitter. The experience was both beneficial and professional from beginning to end.

Sue Kirchner and Barton Marketing Group led the APC office staff responsible for social media and marketing through two, half-day training sessions in July of 2015. During these training sessions Sue walked the team through every aspect of social media including the logistics of setting up accounts for the association on Facebook and Twitter, how to manage and market these platforms, and best practices for pushing out content to attract new friends and followers.

When we examine the key performance indicators from before and after the training we can see a significant correlation. The APC Facebook page alone has grown over 650%, from just over 400 "friends" to over 3000 now. I know that the training from Sue and Barton Marketing Group was an important factor in this growth. Their insights into developing meaningful content for each platform was insightful. Their suggestions for marketing strategies included a timeline on when to publish posts and it was very effective. I would recommend Sue Kirshner and Barton Marketing Group for social media training.

Sincerely,

Patricia Appelhans, JD, CEO  
Association of Professional Chaplains