



SquaredOut
THE POWER OF YOUR LIFE. SQUARED.

How to leverage
SquaredOut for
your business

Branding your
Public Calendar

Welcome to SquaredOut!

This guide will walk you through the three-steps of creating your businesses calendar. We will show you how to build your brand or business on our system, integrate strategies to build a following, and fully leverage all of the innovative features of our platform.

Why use SquaredOut for your business?

SquaredOut's public calendar system gives your organization the ability to build a branded public calendar that your fans, SquaredOut's members and the local community can follow, integrate with their own schedules, as well as share with their friends.

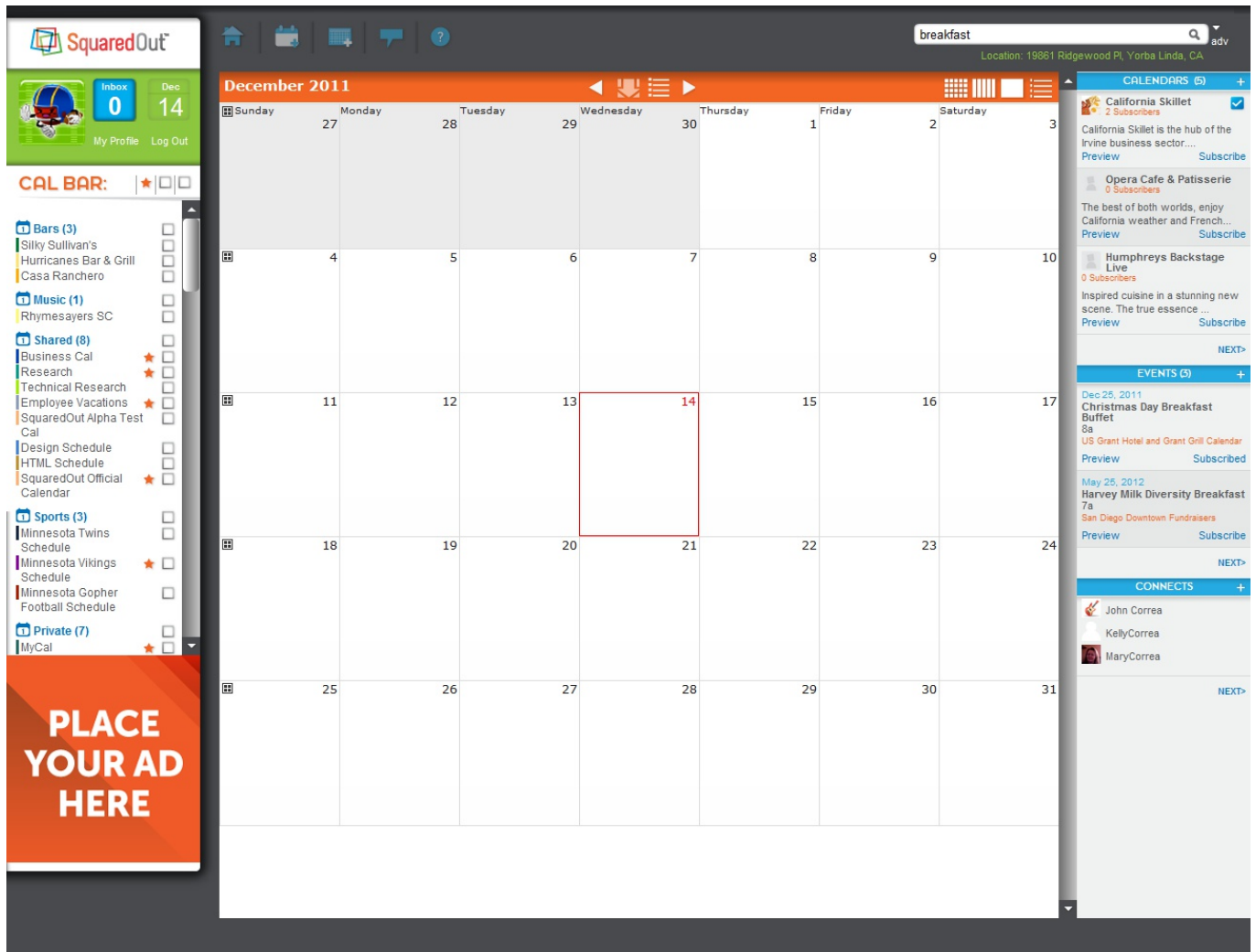
Benefits

- Connect with your community
- Generate social interaction through "Word of Mouth"
- Communicate in real time
- Drive traffic back to your website
- Access event analytics
- Broadcast exclusive content, events, discounts, sales and promotions

And it's FREE!!!!

Step 1: Setting up an Account

Go to www.SquaredOut.com to set up your own personal account. This account will allow you to manage/build your businesses calendar.



The screenshot displays the SquaredOut web application interface. At the top, there is a search bar with the text "breakfast" and a location "19881 Ridgewood Pl, Yorba Linda, CA". Below the search bar is a navigation bar with icons for home, calendar, messages, and help. The main content area shows a calendar for December 2011, with the date 14 highlighted in red. On the left side, there is a sidebar with a "CAL BAR:" section and several categories: Bars (3), Music (1), Shared (8), Sports (3), and Private (7). Each category has a list of items with checkboxes and stars. At the bottom left of the sidebar, there is an orange box with the text "PLACE YOUR AD HERE". On the right side, there is a panel with "CALENDARS (5)", "EVENTS (5)", and "CONNECTS" sections. The "CALENDARS" section lists "California Skillet" and "Opera Cafe & Patisserie". The "EVENTS" section lists "Dec 25, 2011 Christmas Day Breakfast Buffet 8a" and "May 25, 2012 Harvey Milk Diversity Breakfast 7a". The "CONNECTS" section lists "John Correa", "KellyCorrea", and "MaryCorrea".

Edit and customize your personal profile under "My Profile." This is where you can express info about yourself, create different custom groups for organizing your calendars (i.e. sports, entertainment, business, etc.), select your privacy settings, and import your other calendars and Facebook events.



Step 2: Creating a Calendar

Private vs. Public

Private calendars can be kept to yourself, shared with one person or your entire organization.

Public calendars are for anyone to view and follow. This is what makes SquaredOut such a powerful marketing tool for your organization.

Edit Calendar: Calendar Updated

Type: Private Public Access: Administrator

Name: Group:

Theme: Public URL:

Contact: Phone:

Location: Email:

URL: Facebook:

URL 2: Twitter:

Building your branded PUBLIC Calendar

Public URL: Create a unique URL your customers can access from outside the site. You can add this link to your emails, website, social media profiles and other marketing materials to drive customers and traffic to your public calendar.



Upload File: (100 x 100 pixels)



Photo Upload: Upload your organizations logo, picture of your establishment, or any other photo that represents your business. This image will be displayed on your public calendar page.

"Optimizing your Calendar"

Calendar Profile Verify Calendar Members Invite Others Event Statistics

Show friends my email address
 Show friends my phone number
 Show friends my mobile number

Description:

Category 1: Category 2: Category 3:

Search Tags:

Event Settings:

Default new events to above location
 When adding "New Events", default the "Hide details" flag to "Yes"

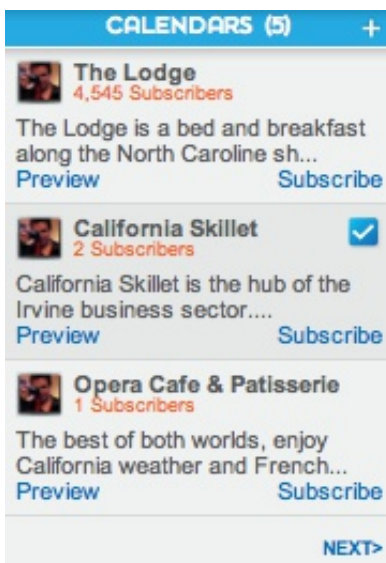
Calendar Description:

Describe your business and what your calendar is all about. This will help consumers decide if your calendar is of interest to them.

Categories:

Pick the three categories that are most relevant to your business. Consumers can search based on these categories.

Tags: Add tags/keywords to describe your calendar. These tags will act as SEO (Search Engine Optimization) tools to boost your calendar's visibility in the search results.



Verify Calendar

Verify your calendar as the "official" calendar of your company or brand. This will let our members and your followers know the content is authentic when they see the blue checkmark next to your name. Simply fill out the requested information to begin the process.



"Managing your Calendar"

Invite Others

This tab enables you to invite others to participate in your calendar. Include a personal message, then assign them one of three privileges:



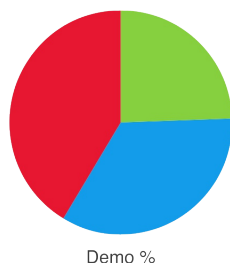
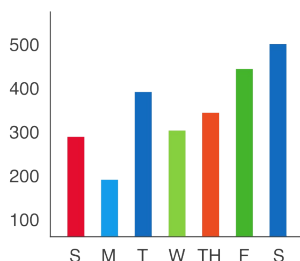
The screenshot shows a 'Message:' text area at the top. Below it is an 'Invite:' input field with a dropdown menu currently set to 'Read Only'. There is a small '+' icon to the left of the input field and a 'Send Invite' button to the right.

- **Administrator** – Has full control over the calendar.
- **EventWriter** – Can add events and has control to edit/delete events that they previously added.
- **Follower** – Can view the calendar, but cannot edit.

Members

View the members of your calendar and what privileges they have. If your followers allow, you can access their contact information such as phone number and email address.

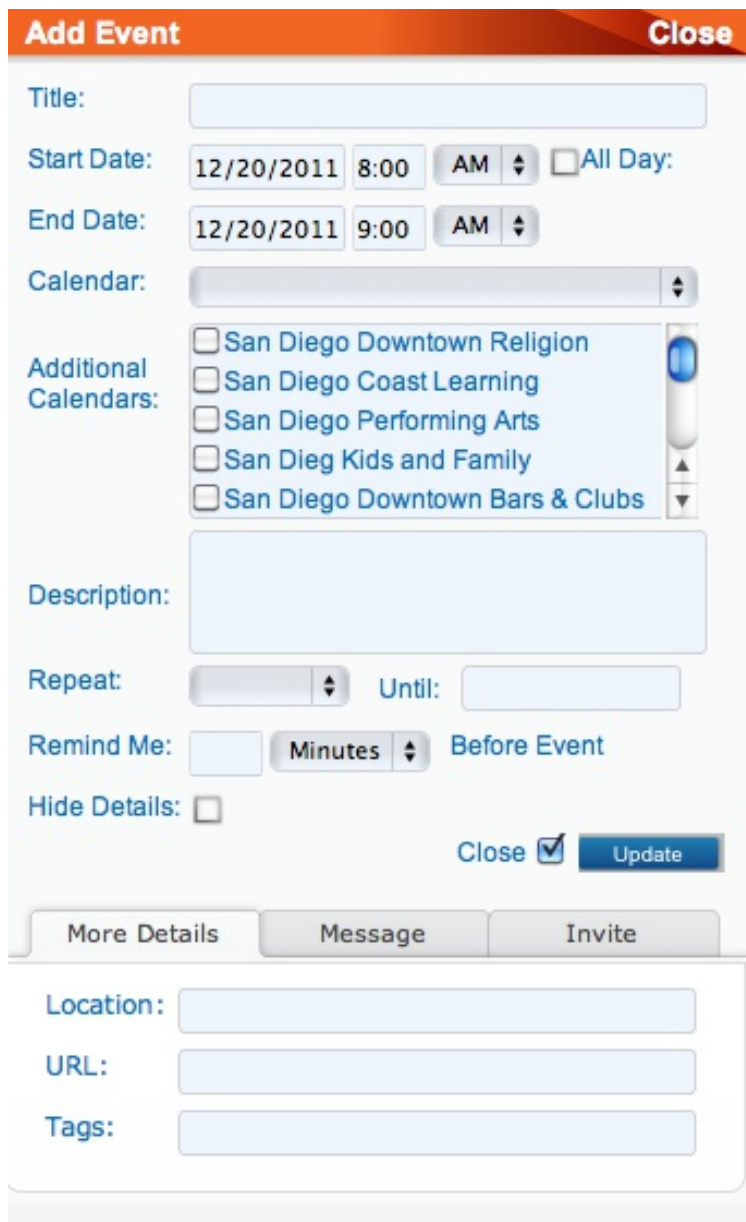
Event Statistics



This tab will become relevant once you create your events. These detailed analytics will help your business gauge the effectiveness of an event or promotion.

Step 3: Add an Event

To add an event, you simply click on the desired day and fill out the fields below:



The screenshot shows the 'Add Event' form with the following fields and options:

- Title:** Text input field.
- Start Date:** Date and time selector (12/20/2011 8:00 AM) with an for **All Day**.
- End Date:** Date and time selector (12/20/2011 9:00 AM).
- Calendar:** Dropdown menu.
- Additional Calendars:** List of checkboxes for: San Diego Downtown Religion, San Diego Coast Learning, San Diego Performing Arts, San Diego Kids and Family, San Diego Downtown Bars & Clubs.
- Description:** Text area.
- Repeat:** Frequency dropdown and **Until:** date field.
- Remind Me:** **Minutes** dropdown **Before Event**.
- Hide Details:**
- Buttons:** **Close** (checked), **Update**.
- Bottom Section:** **More Details**, **Message**, **Invite** tabs; **Location:**, **URL:**, **Tags:** text input fields.

Key Features:

- Set up repeat events (Happy Hours, religious services, etc.)
- Set event specific locations (If your event has a different location than your calendar)
- Link back to an event URL to drive consumers back to your company website
- Optimize events with tags/keywords to increase your event visibility on the search engine
- Upload a photo once you have created an event



Marketing: Building a following

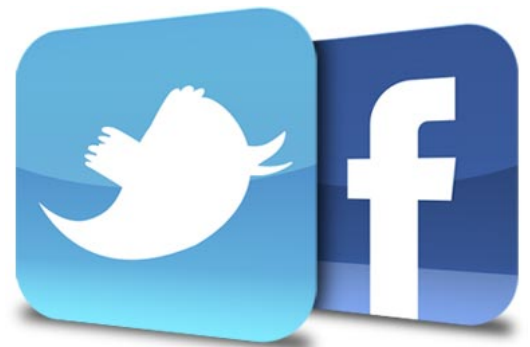
Now that you have created a calendar and added events, it's time to build a following!

Social Media

Once you brand your organizations public calendar, share with your facebook and twitter followers.

SquaredOut promotes users to share calendars and events, multiplying your efforts through the viral nature of social media.

Every time you create an event you can post it back to your facebook wall or tweet it to your followers. This will help you build social interaction on your other social networks and continue to build a following.



Email

With your SquaredOut custom URL you can easily invite your email database to follow your calendar! By gaining followers, you will embed your organization's future events into your customer's calendars. This will provide a dynamic one-to-one communication channel between your business and your customers.

Website



SquaredOut's logo and buttons are available for your website to increase engagement with your audience, making it easy for people to follow and share your calendar. Display the SquaredOut button next to your other social media icons.

Other Key Features:

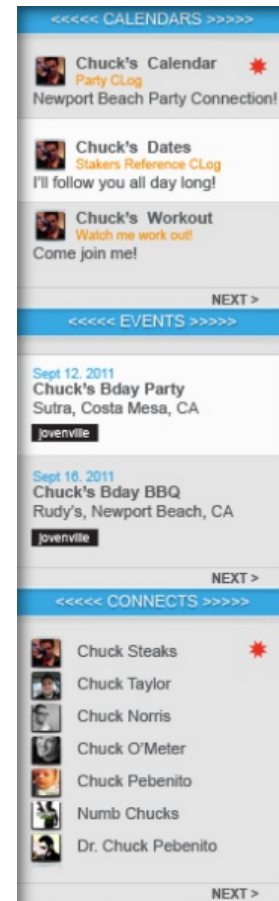
Search Engine

SquaredOut has a location based search engine to help our user community find your organization's calendar and events. This allows them to discover new things around them.

Individuals can follow an entire calendar or just a single event!

Connects

SquaredOut connects its users to their facebook friends and people they are sharing calendars with for easy planning and collaboration. Users can also view what calendars their friends are following to grow their calendar network. This will allow our users to spread the word about your calendar and events.



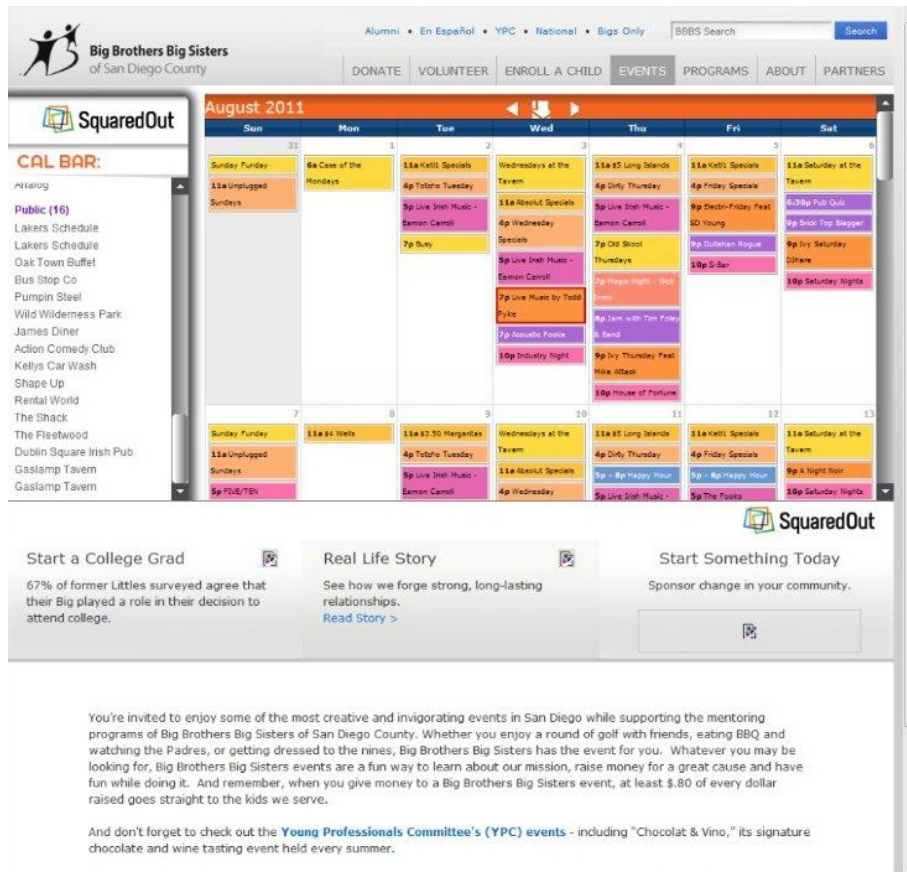
Mobile



SquaredOut's iPhone and Android apps make it easy for consumers to discover new events and share them on the go. Now users don't have to wait to get to a computer to tell their friends about your events.

Calendar Widget:

Embedding your Calendar on your site



Big Brothers Big Sisters of San Diego County

Alumni • En Español • YPC • National • Bigs Only

DONATE VOLUNTEER ENROLL A CHILD **EVENTS** PROGRAMS ABOUT PARTNERS

August 2011

CAL BAR:

- Public (16)
- Lakers Schedule
- Lakers Schedule
- Oak Town Buffet
- Bus Stop Co
- Pumpin Steel
- Wild Wilderness Park
- James Diner
- Action Comedy Club
- Kellys Car Wash
- Shape Up
- Rental World
- The Shack
- The Fleetwood
- Dublin Square Irish Pub
- Gaslamp Tavern
- Gaslamp Tavern

Start a College Grad

67% of former Littles surveyed agree that their Big played a role in their decision to attend college.

Real Life Story

See how we forge strong, long-lasting relationships.

[Read Story >](#)

Start Something Today

Sponsor change in your community.

You're invited to enjoy some of the most creative and invigorating events in San Diego while supporting the mentoring programs of Big Brothers Big Sisters of San Diego County. Whether you enjoy a round of golf with friends, eating BBQ and watching the Padres, or getting dressed to the nines, Big Brothers Big Sisters has the event for you. Whatever you may be looking for, Big Brothers Big Sisters events are a fun way to learn about our mission, raise money for a great cause and have fun while doing it. And remember, when you give money to a Big Brothers Big Sisters event, at least \$.80 of every dollar raised goes straight to the kids we serve.

And don't forget to check out the **Young Professionals Committee's (YPC) events** - including "Chocolat & Vino," its signature chocolate and wine tasting event held every summer.

SquaredOut gives you the tools to put your public calendar right on your website, making it simple for anyone to update and maintain. This widget gives all your site's visitors the ability to view your events, whether they are a SquaredOut member or not.

Visit www.SquaredOut.com/Widget to request your access key TODAY!

Advertising:

SquaredOut provides businesses with a wide variety of different advertising tools to better market your business:

Recommended Calendars

Ad Space

SEO Features

& Many Others

Contact Advertising@SquaredOut.com for more details and pricing

