



Contractor Skill-Building Webinar: Getting your RainWise Business Online

Free Online Tools to Market Your Small Business



**Seattle
Public
Utilities**

Dorothy Mulkern
RainWise Outreach Team
Seattle Public Utilities
dorothy.mulkern@seattle.gov
rainwise@seattle.gov

www.rainwise.seattle.gov

Agenda



1. Why develop an online presence?
 2. Before You Start
 3. Google
 4. Facebook
 5. LinkedIn
 6. Yelp
 7. Asking for Recommendations
 8. Angry Customers
 9. More Tools
-

Why get your business online?

Before you start, ask yourself...

- How much time do I have to commit to this per week?
- How will I receive/respond to messages?
- Do I have the following available to set up my accounts:
 - Business name
 - Business email
 - Business description
 - Photos (projects, employees, etc.)
 - Action you want people to take

Do I need a website to
get online?

Sample Company



[ABOUT](#) [PROJECTS](#) [SERVICES](#) [NURSERY](#) [EVENTS](#) [NEWS](#) [CONTACT](#)



AWARD WINNING LANDSCAPE DESIGN

[CONTACT US](#)



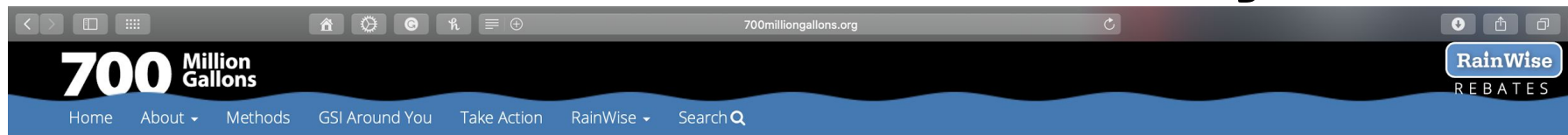
RainWise



What is it? The RainWise website Find a Contractor page.

Why use it? You're information is already on there but you may ask to have it removed if you like.

RainWise Website (Find a Contractor Page)



Find a Contractor Filter

Seattle Region

- ☐ NE
- ☐ NW
- ☐ SE
- ☐ SW

Service

- ☐ Cisterns
- ☐ Rain Gardens

Other Languages Spoken

- ☐ Spanish
- ☐ Vietnamese
- ☐ Cantonese
- ☐ Mandarin

Reset Filter

Clear Filters

Acer Gardens LLC

Full landscaping business located in South Seattle.

Clear Water Gardens LLC

We're passionate about supporting nature's long-standing water filtration systems by creating sustainable gardens that act [...]

Monsoon Rain Gardens

Focusing on Rain Gardens after 30+ years installing and growing landscapes in greater Seattle.

Vinny's Gardening

Full service gardening company.

Thriving Garden Design

Naturally beautiful and low-maintenance organic gardens designed to delight the senses in any season by [...]

Shooting Star Gardens, LLC

Design, Installation, Maintenance, Coaching, and Staging

Satoyama LLC

Satoyama is a Seattle company that designs & builds sustainable gardens by harvesting rain water, [...]

Greener Living Solutions, Inc.

Smart Design + green design = beautiful environmentally friendly home and gardens.

Hop Gardening

Landscaping services.

Lumo Landscape Design, LLC

Interdisciplinary Landscape Design and Build Firm. Family owned and operated.

Stone Soup Gardens

Stone Soup Gardens is a full service edible landscaping company specializing in beautiful sustainable gardens.

Liang's Construction Co.

General contractor with more than 15 years of experience.

Google



What is it? Search engine

Why use it? Have control over how your business shows up when searched in Google

Google (Public View)



mulkern landscaping hawaii



Sign in



All



Maps



News



Images



Shopping



More

Settings

Tools

About 6,260 results (0.40 seconds)

mulkernlandscaping.com ▾

Mulkern Landscaping – Oahu's Leading Landscaping ...

ABOUT · PROJECTS · SERVICES · NURSERY · Events · NEWS · CONTACT. Award Winning Landscape Design. Contact Us. Over 40 Years Of Excellence.

Nursery

Our Waimanalo nursery has one of the largest selections of water ...

About

Mulkern Landscaping specializes in creating and maintaining ...

Hawaii

The Design Process – Explained. October 9, 2016. backyard ...

[More results from mulkernlandscaping.com »](#)

Services

\$150.00 per hour includes 1 hour site meeting consisting of ...

Hawaii Landscape

Lawn Care Basics. July 1, 2016. About us. Mulkern Landscaping ...

Hawaii Business

40th Anniversary & Hawaii Business Magazine. January 1 ...

www.yelp.com › Home Services › Landscaping ▾

Mulkern Landscaping & Nursery - 69 Photos & 17 Reviews ...

Kevin and Susan Mulkern are involved in improving the landscaping industry in Hawaii. I recommend the professionals at Mulkern Landscaping for all your ...

★★★★★ Rating: 5 - 17 reviews - Price range: \$\$

www.yelp.com › Home Services › Landscaping ▾

Mulkern Landscaping & Nursery - Temp. CLOSED - 69 Photos ...

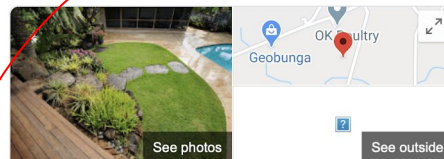
17 reviews of Mulkern Landscaping & Nursery - Temp. CLOSED "B's latest obsession has been building up the fish pond/aquaponics section at our house.

★★★★★ Rating: 5 - 17 reviews - Price range: \$\$

www.facebook.com › ... › Landscape Company ▾

Mulkern Landscaping & Nursery - Waimanalo, Hawaii

Mulkern Landscaping & Nursery - 41-639 Kaulukunu St, Waimanalo, Hawaii 96795 - Rated 4.6 based on 8 Reviews "They have a wide variety of clumping ...



Mulkern Landscaping & Nursery

Website

Directions

Save

4.7 ★★★★★ 7 Google reviews

Landscape designer in Honolulu County, Hawaii

Address: 41-639 Kaulukunu St, Waimanalo, HI 96795

Phone: (808) 396-6595

[Suggest an edit](#) · [Own this business?](#)

Add missing information

[Add business hours](#)

Reviews from the web

4.6/5 [Facebook](#) · 8 votes

Reviews

[Write a review](#)

[Add a photo](#)



"Mulkern is a great **company** to work for."



"Definitely recommend visiting them and checking out their **landscape services!**"



"The **staff** there is pretty friendly and helpful."

[View all Google reviews](#)

Google (Business View)

Google My Business



Mulkern Landscaping & Nursery (Temporarily Closed to Public)
41-639 Kaulukuanu St
Waimanalo, HI 96795

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Products

Services

Website

Users

Create an ad

Get custom Gmail

Add new location

Manage locations

Linked accounts

Complete your recommended tasks to reach your goals on Google

View plan

Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19

[Update business hours](#)

[Post your COVID-19 update](#)

[Learn more](#)

PERFORMANCE

Views

7.97K

Searches

5.66K

Activity

48.1K

Search views

3.29K (+71%)

Maps views

4.68K (+48%)

Performance over the past 28 days

Preview call history ^{BETA}

See recent customer calls from Google and return missed calls easily. [Learn more](#)

[Try it out](#)



Get more reviews

Share your Business Profile and get new reviews from customers

[Share review form](#)



Businesses like yours are posting!

[Pacific Outdoor Living](#)
Landscaper · 6.3 miles away

We can give your current property a makeover...clear out an overgrown...
[Learn more](#)



[Big Rock Landscaping](#)

3 Tips
a Google
4 days ago

LATEST CUSTOMER PHOTOS



Questions?




Facebook





What is it? The largest social media platform in the world.

Why use it? Use a tool you already know, reach out to customers online, build brand awareness, promote events, etc.

Facebook Business Page (Public View)


 Mulkern Landscaping & Nursery





 Dorothy


Home


Create

















Mulkern
Landscaping &
Nursery

@mulkernlandscaping

Home

About

Photos

Reviews


Events

Videos

Posts

Community

Create a Page



Liked


Following


Share


...


Contact Us

Send Message

 Write a post...




 Photo/Video

 Tag Friends

 Check in

...

Photos




4.6

4.6 out of 5 - Based on the opinion of 10 people


Community


See All

 Invite your friends to like this Page

747 people like this

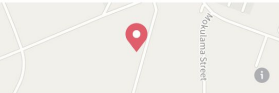
748 people follow this


 Kevin Mulkern and 153 other friends like this or have checked in


 120 check-ins


About


See All





 41-639 Kaulukuanu St (9.06 mi)
Waimanalo, Hawaii 96795
[Get Directions](#)

 (808) 396-6595

 Typically replies within a day
[Send Message](#)

 www.mulkernlandscaping.com

 Garden Center - Landscape Company

 Price Range \$\$

14

Mulkern Landscaping & Nursery

Dorothy Home Create

Page

Inbox

Events

COVID-19

Manage Jobs

Notifications

More

Edit Page Info

Settings

Help

Mulkern Landscaping & Nursery

@mulkernlandscaping

Home

About

Photos

Reviews

Events

Offers

Videos

Posts

Services

Shop

Groups

Notes

Jobs

Community

Promote

Visit Ad Center

New Loans for Small Businesses

As someone who manages Mulkern Landscaping & Nursery, you can now use Facebook to learn more about the available programs.

Get Started

Liked

Following

Share

Contact Us

Create

Live

Event

Offer

Job

Create Post

Write a post...

COVID-19 U...

Photo/Video

Get Messages

Boost an Instagram Post

Reach more people and get more

Reach People Nearby

Set your location and reach

Our Story

Mulkern Landscaping specializes in creating and maintaining outdoor living spaces and landscapes on ...

+ Finish your story to tell people more about your business.

Facebook navigation bar with search bar, user profile (Dorothy), and navigation links (Home, Create, etc.).

[Edit Page Info](#)
[Settings](#)
[Help ▾](#)

All Notifications

 You could reach up to 693 people daily by boosting your post: "May day is #LeiDay i..." for \$10.

Facebook Business Page (Business View - Settings)

The screenshot shows the Facebook Business Page settings for 'Mulkern Landscaping & Nursery'. The top navigation bar includes the Facebook logo, the page name, a search bar, and user avatars for 'Dorothy', 'Home', 'Create', and a group of icons. Below this, a secondary bar contains links for 'Page', 'Inbox', 'Events', 'COVID-19', 'Manage Jobs', 'More', 'Edit Page Info', 'Settings' (highlighted with a red circle), and 'Help'. The left sidebar lists various settings categories: General, Page Info (highlighted with a red circle), Messaging, Templates and Tabs, Event Ticketing, Notifications, Advanced Messaging, Facebook Badges, Page Roles, People and Other Pages, Preferred Page Audience, Authorizations, Branded Content, Instagram, WhatsApp, Featured, Crossposting, Page Support Inbox, Wi-Fi Network, Page Management History, and Activity Log. The main content area is titled 'GENERAL' and contains the following sections: 'Description' with the text 'www.mulkernlandscaping.com', '808-396-6595', and 'Oahu's premier landscaper for over 40 years, offering full-service landscaping, design, maintenance & more!'; 'Categories' with 'Garden Center' and 'Landscape Company'; 'CONTACT' section with 'Phone Number' set to '(808) 396-6595' and 'Website' set to 'http://www.mulkernlandscaping.com'; 'Email' set to 'info@mulkernlandscaping.com'; and 'LOCATION' section with 'Address' set to '41-639 Kaulukau St, Waimanalo, Hawaii, 96795' and a map view below.

Facebook Business Page (Business View - Settings)

Page | Inbox | Events | COVID-19 | Manage Jobs | More | Edit Page Info | **Settings** | Help

Page Info

GENERAL

Description

www.mulkernlandscaping.com
808-396-6595
Oahu's premier landscaper for over 40 years, offering full-service landscaping, design, maintenance & more!

Categories

Garden Center | Landscape Company

CONTACT

Phone Number

+1 | (808) 396-6595

Extension (optional)

☐ My Page doesn't have a phone number

Website

http://www.mulkernlandscaping.com

☐ My Page doesn't have a website

Email

info@mulkernlandscaping.com

☐ My Page doesn't have an email
We'll send an email to this address to confirm that it's valid. This helps people get in touch with your Page easier.

LOCATION

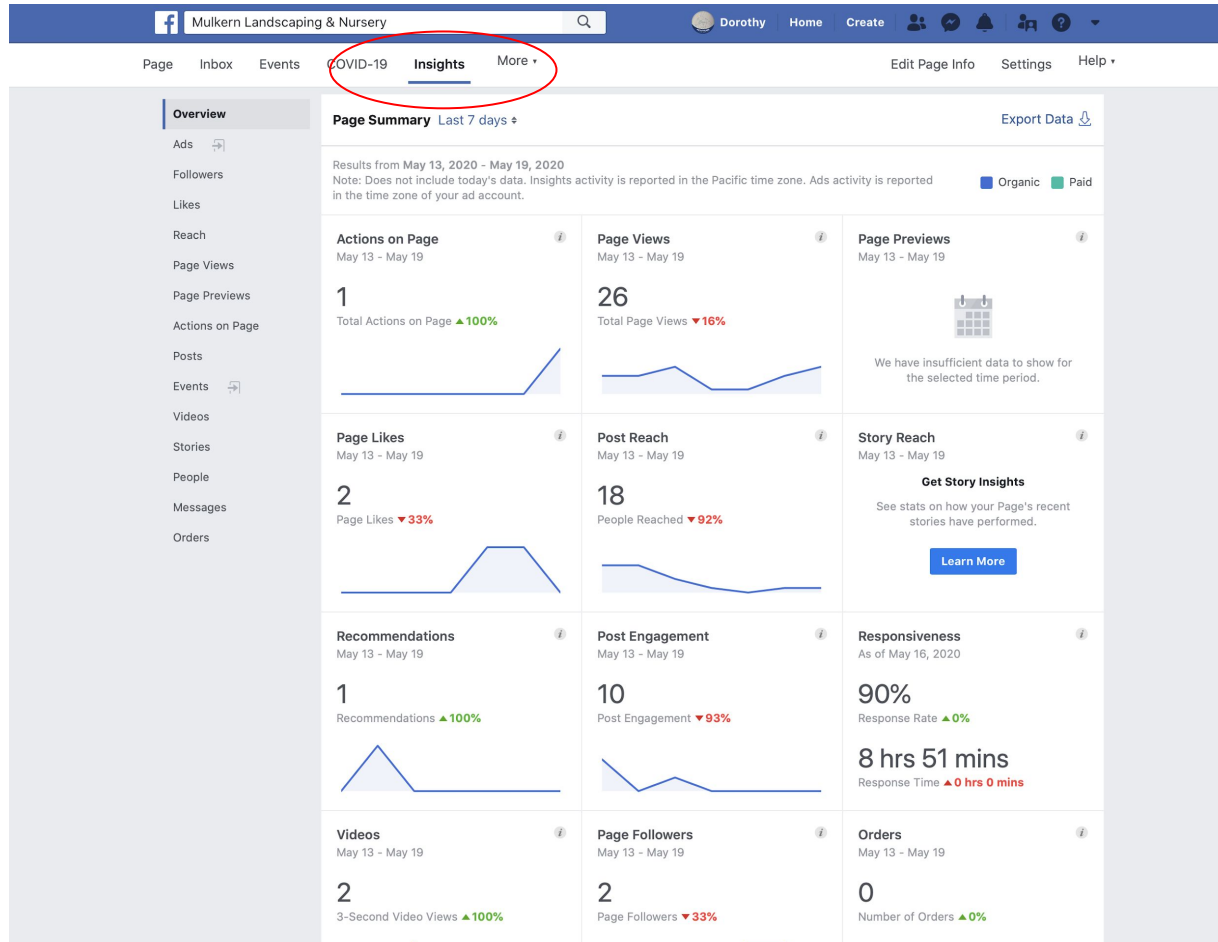
Address

☒ Has a street address

41-639 Kaulukau St | Waimanalo, Hawaii | 96795

Map view showing location.

Facebook Business Page (Business View - Insights)



Questions?




LinkedIn





What is it? A social media site for professionals

Why use it? Build and manage your professional network, soft sell your business, attract new employees, attract commercial work

LinkedIn Profile (Public View)



[Home](#) [My Network](#) [Jobs](#) [Messaging](#) [Notifications](#) [Me](#) [Work](#) [Try Premium Free for 1 Month](#)





Dorothy Mulkern · 1st


RainWise Intern at Seattle Public Utilities

Greater Seattle Area · [500+ connections](#) · [Contact info](#)

[Message](#) [More...](#)

 Seattle Public Utilities

 University of Washington

 What is Dorothy's top skill?


Help us identify relevant opportunities and content for your connections

[Leadership](#) [Customer Service](#) [Mediation](#) [Public Speaking](#)

Your response is anonymous and will not be directly shared with your connections or other LinkedIn members. [Learn more](#)


[None of the above](#)

Highlights



9 mutual connections

You and Dorothy both know Laura Taylor, Scott Bright, and 7 others



Dorothy can introduce you to 11 people at Apple

Dorothy worked at Apple


[Get introduced](#)

About

I am a landscape designer and urban planner seeking employment in Seattle, WA. Graduating in June, my thesis focuses on grassroots sea level rise adaptation strategies in Island County's coastal communities. I have over 15 years of hands-on experience in landscape installation, maintenance, and nursery management.

Activity


581 followers [See all](#)




Nope. :(

Dorothy commented


People Also Viewed




Karina Gloria · 3rd+
Marketing Student at the University of Texas-Dallas




Nicole R. · 3rd+
Member Service Representative at UnitedOne Credit Union




Joseph Gruzinsky · 3rd+
Architectural Intern at Ware Malcomb




Emily Erickson · 3rd+
Strategic Advancement Advisor - Case Management at Humana




Alessandra Mautua · 3rd+
-




Samantha Amador · 3rd+
Hospitality Aide at Kohl's




Amy Morrison · 3rd
Project Specialist at Plunkett Rysich Architects, LLP



Kanani Souza · 3rd
Attorney & Head of Paternity Practice Group at Coates Frey Tanimoto & Gibson




Brad Peterson, Assoc. AIA · 3rd
Associate at Kahler Slater




Jennifer Luna · 3rd+
Broker/Owner at LUNA LISTINGS

Add new skills with these courses




Swift 5 Essential Training

Viewers: 18,539



Advanced SQL - Logical Query Processing

Viewers: 2,841




Android Development Essential Training: Your First App with Kotlin


Viewers: 22,342

21

LinkedIn Profile (Personal View)



[Home](#)[My Network](#)[Jobs](#)[Messaging](#)[Notifications](#)[Me](#)[Work](#)[Try Premium Free for 1 Month](#)




[Add profile section](#)[More...](#)

Seattle Public Utilities

University of Washington

Dorothy Mulkern
RainWise Intern at Seattle Public Utilities
Greater Seattle Area · **500+ connections** · [Contact info](#)

Open to job opportunities
Landscape Architect, Landscape Designer, Landscape Design Specialist, Urban Planner and Urban Designer roles
[See all details](#)

 Only recruiters

About

I am a landscape designer and urban planner seeking employment in Seattle, WA. Graduating in June, my thesis focuses on grassroots sea level rise adaptation strategies in Island County's coastal communities. I have over 15 years of hands-on experience in landscape installation, maintenance, and nursery management.

Featured

Showcase your work by featuring your best posts, documents, media, and websites.
[Add featured](#)

Your Dashboard
Private to you


15


6


15

[Add profile in another language](#)


Promoted


**Cisco Umbrella Too Dear?**
Cisco Umbrella Alternatives 2020: 13 reasons to consider moving from Cisco


**Earn Your Master's Degree**
Big data experts are in demand. Earn your MS in Business Intelligence.


**Protect Your Trademark**
Our firm has registered 4,500+ trademarks for clients... all at flat fees.


People Also Viewed


**Karina Gloria** · 3rd
Marketing Student at the University of Texas-Dallas


**Nicole P.** · 3rd
Member Service Representative at UnitedOne Credit Union


**Joseph Gruzinsky** · 3rd
Architectural Intern at Ware Malcomb


**Emily Erickson** · 3rd
Strategic Advancement Advisor - Case Management at Humana


**Alessandra Maurtua** · 3rd

**Samantha Amador** · 3rd+
Hospitality Aide at Kohl's

**Amy Morrison** · 3rd
Project Specialist at Plunkett Raysich Architects, LLP


**Kanani Souza** · 2nd

 **Messaging**


 ...


22

LinkedIn Page (Public View)



[Home](#) [My Network](#) [Jobs](#) [Messaging](#) [Notifications](#) [Me](#) [Work](#) [Try Premium Free for 1 Month](#)






Mulkern Landscaping & Nursery
Construction · Honolulu, Hawaii · 46 followers

Oahu's premier landscaper for over 40 years, offering full-service landscaping, design, maintenance & more!

[Visit website](#)


[Following](#)


 **Kevin & 2 other connections work here**
[See all 3 employees on LinkedIn](#)

[Home](#)
[About](#)
[Jobs](#)
[People](#)
[Videos](#)
[Ads](#)




[All](#) [Images](#) [Documents](#) [Videos](#)

Sort by: [Top](#)





Mulkern Landscaping & Nursery
46 followers
5mo • 

Our company will be closed Christmas Day and New Year's Day this year. Happy Holidays! [#closed](#) [#happyholidays](#)

 Like  Comment  Share

Ad

A single source of truth for energy analytics.



Mulkern, follow Enverus to stay up to date!

[Follow](#)

Questions?





What is it? Online business directory

Why use it? Track & respond to customer reviews, add business info

Yelp Business Page (Public View)



⌵ Mulkern Landscaping & Nursery is temporarily closed. Scheduled to reopen on June 5, 2020.

Mulkern Landscaping & Nursery

✓ Claimed



17 reviews

Details

\$\$ · Nurseries & Gardening, Landscaping

Edit

★ Write a Review

📷 Add Photo

🔗 Share

🔖 Save

Services Offered

Verified by Business ✓

- Garden Design
- Garden Maintenance
- Irrigation Installation
- Landscape Design
- Garden Installation
- Hardscape Construction
- Landscape Construction
- Landscape Grading & Resloping

✓ See 7 More Services

Review Highlights



"Dorothy Mulkern was working when we visited and she is extremely plant knowledgeable, helpful and friendly." in 6 reviews

Request Quotes

This provider has not enabled messaging on Yelp. Request a quote from other similar providers.

Request Quotes



mulkernlandscaping.com



(808) 396-6595



Get Directions

You Might Also Consider

Sponsored ⓘ



Hapa Landscaping

★★★★★ 85

6.3 miles


"I had previously given Hapa a 5-star rating but somehow I must have deleted the..." [read more](#)



CJ Landscape and Yard Maintenance

★★★★★ 11




 **COVID-19 Resources:** Now more than ever, it's important to give your customers timely, reliable information about your business. You can easily update your customers on Yelp. [Learn more](#)

[+ Add a Location](#)

 Yelp Ads **Page Upgrades** NEW **Yelp Connect** NEW

Business Highlights

Portfolio NEW

 **Call to Action**

 Business Information

Reviews

 Photos and Videos Inbox

Community Questions

 Check-in Offers

2/5 completed

Put your best foot forward and show customers why they should choose your business.



Fill out your business category, hours, contact info, and other key details



Upload a few photos that show off your business



Download the business owner app and
access your account on your phone



Select your species
attract the right

41639 Kaulukanu Honolulu, HI 96795

★★★★★ 17 reviews

\$\$ • Nurseries & Gardening, Landscaping

[Edit business information](#) →30 days **12 months** 24 months

Page Visits ⓘ

1,415

Customer Leads ⓘ

287

News and Resources



To help with your plan for operating during the Coronavirus pandemic, we've compiled tips from the innovative and inspirational ways we've seen business pivot and adjust their marketing and operations to reflect the current environment.

[Read More](#)

Do you have a question?
Call (877) 767-9357


Yelp Business Page (Business View - Reviews)

Mulkern Landscaping & Nursery

41639 Kaulukuanu
Honolulu, HI 96795


[+ Add a Location](#)

 Home

 Yelp Ads

 Page Upgrades NEW

 Yelp Connect NEW

 Business Highlights NEW

 Portfolio NEW


 Call to Action

 Business Information

 Reviews


 Photos and Videos

 Inbox

 Community Questions

 Check-in Offers

 Deals & Gift Certificates

 Review Badges

Reviews



Post an update to your Yelp Page!
Tell your story to your followers on Yelp

[Post an Update](#)

17 Reviews for Mulkern Landscaping & Nursery

You may message 1000 more customers today, and your business may make up to 20 more public comments.

Sort by: **Newest First**



Awesome K.

Honolulu, HI

6 friends

101 reviews

★★★★★ 9/10/2018

Mulkern Landscaping & Nursery is many things: organized, neat, located in Waimanalo and family owned. It is a place that I highly recommend. Dorothy Mulkern was working when we visited and she is extremely plant knowledgeable, helpful and friendly. Many of the staff members were available to assist us as we walked about the nursery and they too shared Dorothy's enthusiasm. The grounds are well kept and if you are looking for water lilies, bamboo or lotus plants, Mulkern's Nursery is the oasis you seek. Upon entering you will see water lilies in many colors, diverse styles of bamboo and happy flora and fauna of all sorts. The ecosystem of dragonflies, damselflies, frogs and lizards show that the plants are well taken care of and thriving. Dorothy and staff where there to answer many of our questions. They were also able to make suggestions based on our desires and the climate/environment of where the plants are going to be placed. I appreciate solid customer service as oftentimes when I venture out to a business the service is lackluster. That is not the case here. We spent over an hour looking at options and got coffee and cacao trees, a water lily, chives, and sugar cane. If I was not limited by time I could have easily stayed longer. I will return to Mulkern Nursery and Landscaping and do recommend them to anyone seeking professional help with plants.



Questions?



Ask for Recommendations



ANGRY
=*Customer*=



More Tools!

- Instagram <https://www.instagram.com>
- Pinterest <https://www.pinterest.com>
- Angie's List <http://www.angieslistbusinesscenter.com>
- Houzz <https://www.houzz.com/pro?src=header>
- Twitter <https://twitter.com>



Key Takeaways

- You're on the RainWise website
- Business social media accounts are a time commitment
- Start with one and see how it goes
- Receiving messages online is like getting a phone call
- Ask happy customers for online recommendations
- Take a breath before responding to complaints
- Reach out to me if you want help
- Follow up email with reference document

Questions?

Dorothy Mulkern
RainWise Outreach Team
Seattle Public Utilities
dorothy.mulkern@seattle.gov
rainwise@seattle.gov



Thank You

Dorothy Mulkern
RainWise Outreach Team
Seattle Public Utilities
dorothy.mulkern@seattle.gov
rainwise@seattle.gov

