

MARKETING IDEAS CHECKLIST FOR SBDCs

- Sales from your own staff are the primary source of attendees.
 - ▶ Set goals for each of the staff selling the program.
 - ▶ Who should sell? All staff who have contact with business owners, clients, bank contacts and CPAs.

- If you sponsored Profit Mastery in the past, invite all Prior Attendees.
 - ▶ Send two brochures and a cover letter from the SBDC Director. Prior attendees are your second best source for getting attendees.
 - ▶ Encourage them to send another person from their company (partner, key manager, etc.)
 - ▶ Give the other brochure to a friend or business associate.

- Focus marketing efforts towards CPAs in the community.
 - ▶ Make sure CPAs know that they can receive 16 hours CE credits for attending
 - ▶ Send them several brochures so they can **refer clients** (especially at tax time when they are meeting them anyhow).
 - ▶ Incentive idea: If CPA brings x number of clients, they get in for free!

- Market through your local bank.
 - ▶ They have contacts with emerging, growing and established businesses, which may benefit greatly from the seminar.
 - ▶ Invite bank staff to attend.

- Market through your website and social media.
 - ▶ Add the program details to your website.
 - ▶ Facebook, Twitter, LinkedIn, Blogs! Best way to reach out to your customer base casually, and maybe get them involved in a discussion about why financial intelligence is so important when running your own business.

- Market to the local trade associations.
 - ▶ AGC, other contractors, realtors, agricultural co-op/assoc, etc.

- Make Profit Mastery a part of the culture of your center. Include a flyer and sell the seminar any time you deal with a client. Start now at least 12 weeks before the program date. Do Not Wait.
 - ▶ Consider offering it at a reduced fee/no cost to new clients.

- If there are large companies in town, market the seminar to them.
 - ▶ Have them encourage top management to think of department heads as small business owners. This will provide the corporation with a common basis for understanding finance and making it work internally.
- Within your own center, think to include all other staff members, including admin staff.
 - ▶ They have many contacts in your business community that would benefit from the training.
- Board of Directors and/or Advisory Board members should attend.
 - ▶ Encourage them to bring friends and key members of their own business teams. (SBDC Director to coordinate this campaign)
- Market through the service clubs in town.
 - ▶ Rotary, Kiwanis, Lions, whatever you've got.
 - ▶ Offer to go out and speak about program- show the online video.
- Market through the Chamber of Commerce.
 - ▶ Put flyer in newsletter (usually a charge for this, unless you are a member)
 - ▶ Mail brochure out to Chamber membership list.
 - ▶ Ask Chamber to send out an email invite.
- Put a brochure holder at the front desk. Tape a flyer to the director's door.
 - ▶ Encourage all staff to market the seminar.