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MARKETING & THE SMALL BUSINESS BUDGET:

LOW COST STRATEGIES FOR CASH-STRAPPED EMERGING BUSINESSES

Many small businesses operate without a marketing department as entrepreneurs take on the challenges of advertising and brand building in-house. What marketing strategies allow entrepreneurs to build tier brands and outreach programs on a small business budget? What are the advantages and limitations of traditional advertising, social media, and viral marketing strategies?

PANELISTS & MODERATOR:

- Mason Arnold: Founder, Greenling.com (Moderator)
- Laura Bosworth-Bucher: Venture Executive, EDCO Ventures
- Michelle Greer: Web Marketing Strategist
- Sheila Scarborough: Social Media Consultant
- Juan Tornoe: Founder, Cultural Strategies

QUICK TIPS TO MARKET YOUR BUSINESS ON A BUDGET

- Create a social media presence (Facebook, Twitter, LinkedIn) and use the sites to communicate.
- Start a blog: tell your customers about your products and services.
- Network!: keep your name in the community by attending events, meetings, and seminars.
- Demonstrate your product or service: Offer pro bono services, organize workshops and events.
- Sponsor events: Elevate your brand by sponsoring events that resonate with your mission and your clientele.

E-MAIL MARKETING TIPS:

- Email often, but not too often through regular newsletters and e-blasts
- Target your mailings and keep your database current
- Respect privacy and anti-spam laws!



Visit www.peoplefund.org for additional resources.