



THE ALLIANCE  
Findlay-Hancock County

# Marketing Plans & Small Businesses

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# Findlay-Hancock County Chamber of Commerce

Just what is a Chamber?

- Provide marketing opportunities
  - *We're always looking for ways to get our members more exposure*
- Provide networking opportunities
  - *Plenty of chances to meet new contacts at our events*
- Provide educational opportunities
  - *We stay up to date on current events and relay how they can impact your business*

# B2B vs B2C

## Business to Business

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- Any business doing business directly with another
- Example: Findlay Brewing Company needs things like glassware, ingredients, marketing materials
- Advantage: Generally an easier sell once you have an established relationship
- Disadvantage: Can be harder to establish a relationship

## Business to Consumer

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- Any business selling directly to an end user
- Example: Findlay Brewing Company needs people to come eat and drink
- Advantage: A good business owner knows they need a marketing plan
- Disadvantage: Many business owners want an immediate return on investment

# Ways To Reach Target Audiences

## Business to Business

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- Macro: Industry specific publications
- Micro: Direct relationships with business

## Business to Consumer

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- Macro: Advertising Campaigns
- Micro: Direct relationship with consumer (More common with some industries than others)

# Relationship Building

The key for any long-standing sales relationship

- Forget “always be selling”
  - *Take the time to get to know a potential client.*
- Don’t let relationships slide
  - *Periodically check in on a potential client, current clients.*

# Advertising

Great for awareness, not as great for immediate sales

- Traditional Media
  - *Radio / TV / Newspaper / Billboards*
- Nontraditional Media
  - *Social Media*
- Know your demographic!
  - *Where are your customers?*

# Small Business Solutions

Reaching your audience without breaking the budget

- **Have a budget**
  - *Many small businesses will enquire about marketing tools and then balk when they hear a price.*
- **Have a plan**
  - *Again, know who your customers are and where they are.*
- **Don't only use social media**
  - *Think of how many ads you see a day on social media that you forget about.*
- **Look for discounts**
  - *Cable providers and radio stations often provide package deals that are affordable*
- **Chamber of Commerce!**
  - *Designed specifically to help small businesses with discounted marketing plans, ways to get exposure*