

# Southport Business Association Meeting Minutes

12 January 2016 - 8:00 AM

Location: McClelland Catering Room

## Attendance:

Lori Jones – Jones Bookkeeping Services  
Ken Jones – K & L Trucking Inc.  
Dan Williams – Williams Construction  
Tiffany Millerd – Fagan Engineers & Land Surveyors P.C.  
Lois Wood – First Heritage  
Karen Harris – Massage by Karen  
Sue Saunders – Saunders Medical  
Carly Saunders – Saunders Medical  
Lee Doud – Bulkhead Hardware  
Andy Mallow – MCS Woodworking  
Dan Pendleton – Pendleton Painting  
David Sheen – Town of Southport Supervisor  
Glenn McClelland – B&G Apartments  
Betty McClelland – B&G Apartments  
Michelle McClelland – B&G Apartments  
Tammy Harkness – Total Image Hair Salon  
Kit Gooshaw – Lighthouse Liquors  
Tom Holleran – Holleran Automotive  
Todd McClelland – Classic Cafe

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GUEST SPEAKER: Denis Sweeney

TOPIC: Small Business Marketing Methods with a Shoestring Budget

- 1) Marketing Plan = Marketing Actions:
  - a) Build a manageable marketing plan. Marketing plan should be approximately four to six pages maximum; build an achievable plan utilizing measurable goals.
  - b) Incorporate Strengths, Weaknesses, Opportunities, Threats (SWOT Analysis)
  - c) Utilize the Rule of Three:
    - i) Three goals
    - ii) Three strategies
    - iii) Three Objectives Internal evaluation process – i.e.) 2016 To-Do List
- 2) Inexpensive, Traditional, Marketing Action Items:
  - a) Create a Bi-Annual Newsletter:
    - i) Include business info, clients, and any notable news
- 3) Everyone Knows Your Name:
  - a) Send birthday card or personal snail mail correspondence:
    - i) Send handwritten New Year's, Thanksgiving, Thank You...etc. cards from your business to potential, new, and/or existing clients and customers.
  - b) Collect customer comments
- 4) Don't be Shy:
  - a) Press Release
    - i) Take advantage of print and news media. Create single page press releases on company letterhead detailing new or noteworthy information. Do not use this service

for advertising, but feel free to “toot your own horn” about new ideas, hires, or services.

- 5) Be Direct:
  - a) Direct Mailing Postcards are a great way to get information to a wide variety of customers. Direct Mail can be a useful tool for tracking success of marketing campaign.
- 6) Let Your Customers Do the Talking:
  - a) Take advantage of positive customer/client testimonials:
    - i) Testimonials from follow up surveys are great for use in marketing efforts:
      - (1) Accept comments from web, social media...etc., to promote business:
        - (a) Third party credibility is publicity not advertising
        - (b) Let customer experience speak for itself
- 7) Keep it Fresh on the World Wide Web:
  - a) Keep website updated with new content
  - b) Be sure to have a website if one is not currently available for your business:
    - i) Go Daddy is a recommended option
      - (1) Develop website and periodically update it with new content to keep the site dynamic
      - (2) Continue to update website with new information – Be sure the website has a Home Page, Testimonials Page, About Page, Services Page, Site Map...etc.
        - (a) Google Search – Keywords
  - c) Consider Linking with Vendors, Suppliers etc.
  - d) Coupons are still popular with consumers:
    - i) Add coupons to website
- 8) Social Media – Not a Fad, but a Way of Life:
  - a) Social media is 20 years old:
    - i) Facebook, LinkedIn, YouTube, Twitter...etc. should be used to boost business presence.
  - b) Social Media is the number one activity on the web. It is free, so take advantage of the platforms.
  - c) Facebook Business “Likes”:
    - i) Add information about staff, services, etc.
    - ii) Purchase advertising if desired – Typically mixed results.
      - (1) A more successful approach would be to build up “Likes” by sharing information through contacts, or “Friends”
    - iii) Raise awareness with 100 to 150 characters. Short posts have 60% more “Likes” or “Shares”.
    - iv) Always include photos or videos, if possible:
      - (1) People prefer videos
    - v) Offer incentives for customers to “Like” you on Facebook.
    - vi) Ignore or professionally address any online criticism. Try to refrain from deleting posts unless profanity is included.
    - vii) Post one or two times a week:
      - (1) New hires, association meetings, anything of interest
  - d) Twitter Business Tweets:
    - i) Employ Twitter to promote business:
      - (1) Tie Twitter in with a Facebook page. Twitter is a platform that allows users to address an audience of “Followers” using approximately 140 characters or less;
        - (a) Include links to website, videos, and news media
        - (b) Try to entice “Followers” with deals or promotions
        - (c) Social Media is an inexpensive way to get a business name out there

- 9) Customer Service – Wave of Today and Tomorrow:
  - a) Smile, say hello, be welcoming...etc.
    - i) A courteous attitude goes a long way to improving relationships with clients and customers. Provide the services that the client needs in a positive and friendly manner.
  
- 10) Services and Marketing Management:
  - a) Media advertising works:
    - i) Downside: i.e) radio customers are listening; however the metrics cannot be measured accurately.
      - (1) Are you targeting an audience, if so, ensure that you are advertising in the correct market.
      - (2) If you know your audience, reach out to your target audience.

END OF TOPIC

Next SBA meeting: 8 February 2016 at 7:00 pm  
Location: McClelland Catering Room

NOTE: Please be sure to have Officer Nominations in by 1 February 2016.